"the Quechuas had a word for it..."

In once distant parts of South America's lovely West Coast, there are Indian tribes, such as the Quechuas and Aymaras, who have in their languages only one word that means "airplane." The word is PANAGRA. And no wonder. For Panagra pioneered 8,800 miles of airways down the West Coast and across to Buenos Aires. Opened huge territories to air travel...built airports, runways, weather stations, maintenance bases, and developed communications.

PHOTOGRAPH BY MAXWELL F. COPLAN

Today Panagra, affiliate of Pan American World Airways, provides regularly scheduled, fast, and surprisingly low-cost passenger and cargo service from Panama to Colombia, Ecuador, Peru, Bolivia, Brazil, Chile, and Argentina. In the near future, magnificent new 4-engined airliners will join our growing fleet of superb aircraft. Nowhere else in the world will finer or more luxurious equipment be available to the business man or the tourist.

Panagra flies you into a story-book wonderland of incredibly beautiful mountains...gay beach resorts ...amazing lands where the Incas once paved streets with gold and silver...smart new hotels...a sportsman's paradise! You can't begin to imagine it...for it's different from anything you know. For the time of your life...plan this trip for your vacation.

Panagra

PAN AMERICAN-GRACE AIRWAYS, INC.

For full information, reservations, and descriptive folder... **See your Travel Agent** or nearest Pan American World Airways Office ... Or write Panagra, Chrysler Building, New York 17, N. Y.

"we shrank a continent... to stretch your travel time and dollars!..."

On the map the Panagra trip to Buenos Aires via South America's beautiful West Coast looks quick and easy ... and it is! But to shrink the immense distances that once took weeks of travel into scenic plane hops requiring only hours of pleasant flight ... that was one of the most staggering pioneering jobs ever shouldered by an airline. For Panagra's 8,800-mile route had to be developed from scratch ... airports, runways, weather stations, maintenance bases, and communications!

Today Panagra, affiliate of Pan American World Airways, operates many scheduled flights each week, providing fast, low-cost passenger and cargo service from Panama to Colombia, Ecuador, Peru, Bolivia, Brazil, Chile, and Argentina. Soon great, new 4-engined airliners will go into service to help further the Panagra tradition of offering the last word in fast, luxurious travel for business or pleasure.

This is the route to a vacation paradise! Luxury hotels, seashore and mountain resorts—facilities for every imaginable sport—offer unlimited opportunity for you to enjoy yourself. Within a stone's throw of smart hotels, the tourist in you can fall under the spell of historic peoples, and of scenery that's out of this world. As soon as new equipment permits, travel agents everywhere will offer Panagra all-expense air cruises at down-to-earth prices! Better start planning and dreaming now.

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Exquisite Miniatures

SOLD SINGLY OR IN ROOM SETS

PATS. PENDING—U. S. AND CANADA

KITCHEN

Superb realism in gleaming plastic. Each item an exact replica of modern kitchen furniture, modeled with care and skill by Renwal craftsmen. Complete with sales provoking details in contrasting colors. 8 items in all: refrigerator, stove, sink, table and 4 chairs.

Little girls will want to own each cunning piece. And every unit sale is a magnet for repeat volume.

Plus Values in Sets

BOX—Sales-tempting, full-color lithographed box. **TRAY**—Attractive, simulated floor in each box. **MODEL ROOM**—Fascinating collapsible room in every box—for display and play value. (See illustration above.)

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A LINE THAT MOVES OFF YOUR SHELVES AT TOP SPEED

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Renwal miniature planes have everything: beautiful styling; expert craftsmanship; and such authentic details as wheels and propellers that actually rotate. Every plane is complete with top and bottom housings and decals on each wing.

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INTERLOCKING **RUBBER TOY**

Circus

MOLDED RUBBER
INDESTRUCTIBLE
NOISELESS
NON-TOXIC
BRILLIANT COLORS

4 COMPLETE ACTS

A real acrobatic circus act, that will perform many amazing balancing feats. Truly a four ring circus and they are all interchangeable and interlocking.

- # J101—THE ACROBATIC SISTER ACT
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BEAUTIFUL 4 COLOR TRAY BOX. CREATED, DESIGNED AND ENGINEERED FOR QUALITY PERFORMANCE

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Distributors of the Sensational

AL·I·OOP *Circus*

Interlocking RUBBER TOYS

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Do not fail to visit our New York Toy Show exhibit and convince yourself of the merits if this indestructible, harmless and absolutely noiseless sensational "play-tested" toy for the "Late Pretend" age group.

The almost complete absence of rubber toys from the market during the past few years has made a nation-wide demand for this educational toy inevitable.

Packed in four individual beautifully illustrated boxes, each complete in itself, but making an interlocking, interchangeable FOUR RING CIRCUS.

Play Tested Toys Inc.

AL·I·OOP
INTERLOCKING RUBBER TOYS
Circus
All of these circus sets are interchangeable and interlocking. Get all four of them and complete your four ring circus, then you can make several hundred formations, and all of your own choice and directing.
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1301—The Acrobatic Donkey Act contains one acrobatic donkey, one strong man, one standing clown, one kicking girl, one lying dog, one standing dog and one monkey.
1401—The Acrobatic Pony Act contains 2 performing ponies, one pony stand, one kicking girl, one kicking clown, one standing dog and one monkey.
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MOTHER'S HELPER MAKES THE NEW Ambassador STROLLER-WALKER today's big SENSATION!

Mothers Enjoy "Free Arm Strolling"

The Stroller-Walker with PLUS features—holds baby — and bundles, too. Leaves Mother's arms free. Destined to be the fastest selling Stroller-Walker of the year. Cut yourself a slice of this new, big profit maker. Write for literature and prices.

Floor board and handle removable in a jiffy for use as a walker.

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Mother's Helper. Easy on—easy off. Ample capacity for groceries, packages, etc. Fits tight. No screws.

All steel. Coil springs under wheels and seat. Rubber tire disc wheels. Rubber bumpers. Blue and ivory enamel finish.

No. 200— KIDDIE CYCLE

NO. 200 — KIDDIE-CYCLE

19" wheel base. Overall height 15". Seat 10½" wide, 15" long. Rubber pedals. Steel disc wheels with rubber tires. Rubber grips on handle. Two-tone finish.

NO. 900 — COASTER WAGON

All steel construction. Fire-red enamel finish. Black undercarriage and handle. 9" wheels. Rubber tires. 34½x15x3½

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Announcing the First Trains
WITH REAL SMOKE
and Realistic Sounding "CHOO-CHOO"
BOTH SYNCHRONIZED WITH TRAIN SPEED

An exclusive American Flyer achievement—developed at the Gilbert Hall of Science

HERE are the trains that will thrill the world! Trains with real smoke pouring out of the smoke stack . . . that reproduce the throbbing, tempestuous "choo-choos" of a giant locomotive under full steam. And to make their realism complete, both smoke and "choo-choos" vary in intensity with train speed. Lazy wisps of smoke and slow, impatient "choo-choos" when the engine idles . . . a steadily mounting volume of smoke and sound as the train gains speed . . . long streamers of smoke and a fast, furious cascade of "choo-choos" when the locomotive is hitting 75.

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  Gives track layouts the realistic appearance of an actual steam railroad. Electric current carried to locomotive through wheels.
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  Less than ½ the weight of die cast cars, finished in brilliant, never-fade colors. Permit faster pick-up, higher train speed, and train length up to 15 cars.
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  All locomotives, tenders, cars and track built to 3/16" scale. Thus, all are in correct scale to each other.
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  Born of experience in building control valve motors for the famous Grumman Hellcats. Assures an abundance of smooth, surging power—long life—and realistic, precision control of trains.
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  Coal loader, log loader and electromatic crane. Realistic action. Remote control.

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NEW *All metal construction—rugged and easy to carry.*

NEW Each section designed as complete laboratory with trays and racks.

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NEW Brown, lightproof bottles such as used for fine pharmaceuticals.

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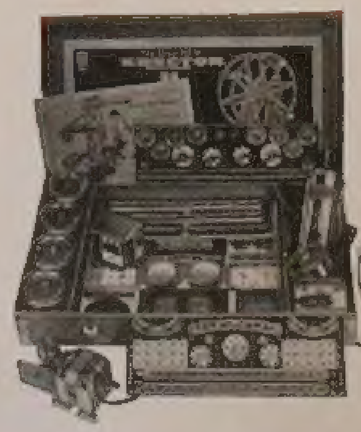

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Who Travels by Air ... CAN YOU POINT THEM OUT?

The trait that distinguishes an air traveler is not visible to the eye. It is a way of thinking—a perception of the countless opportunities and advantages that air transportation alone makes possible.

Who travels by air? They might be any, or all, of the people in this crowd. For, with air fares now as low as first class surface transportation, this modern mode of travel is available to a rapidly increasing number of people.

The next time you plan to travel—call American.

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NORTHERN PACIFIC'S TWENTY-SIX 4-6-6-4s

(CLASS Z-7 and Z-8)

are equipped with

8 Security Circulators each

Eight Security Circulators, in the firebox of each Class Z-7 and Z-8 Northern Pacific 4-6-6-4, aid in maintaining top efficiency in the performance of these giant locomotives.

The Circulators improve the circulation of water over the crown sheet and in the side waterlegs, and reduce honeycombing, flue plugging and cinder cutting.

They also permit the use of a 100% arch, and lengthen the life of the arch brick.

AMERICAN ARCH COMPANY, INC.

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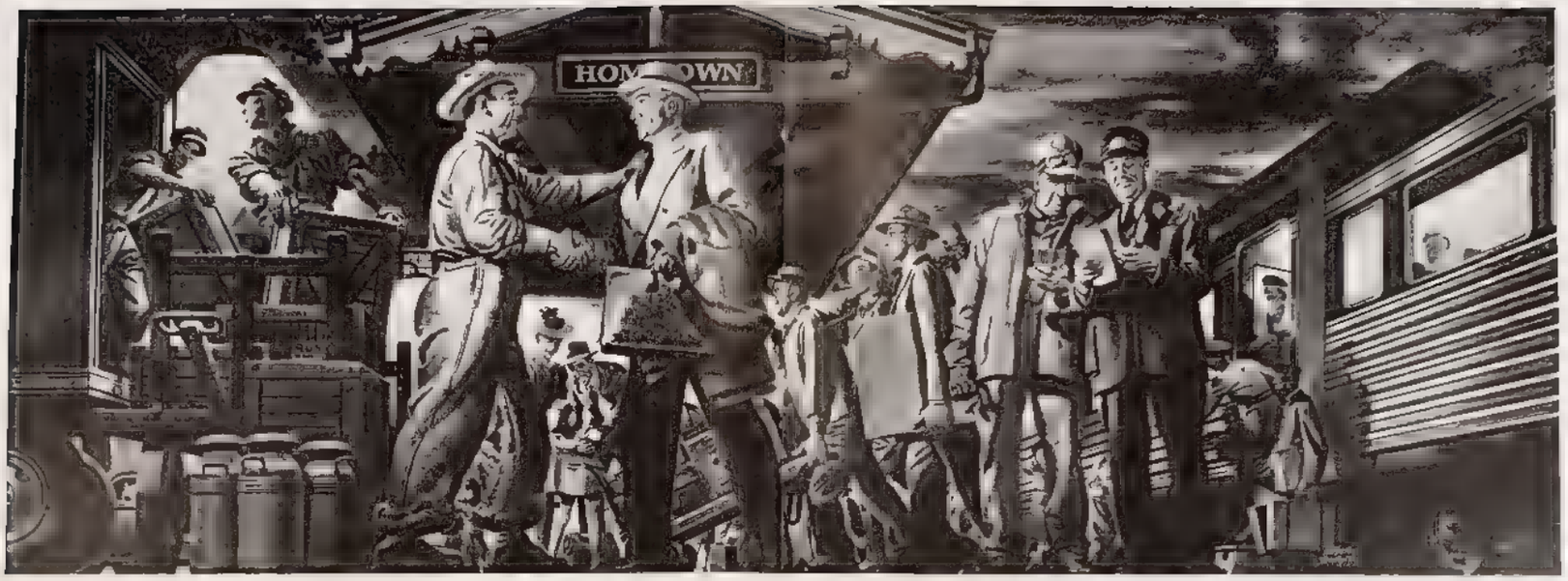
SECURITY CIRCULATOR DIVISION



Blood Stream of America

Here comes the community's lifeblood ...via railroad

...made up not only of food and fuel and clothing. It's made up... things in which lots depend... the materials for industries ...and ... and stores that keep them going. It's made of quick ...nomical transportation for the community's products to profit... markets... made of people who come and go with ideas and projects and ambitions.

Yes, through its arteries... the railroads—the country gets life and growth.

It's our job at the American Car and Foundry Company to help make possible ever better, ever smoother riding, ever more economical and dependable railroad service. And you personally benefit in many ways from the advanced railroad equipment we design and build.

Passenger coaches... dining cars... sleeping cars—with comforts and luxuries never before approached, for your travel ease.

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We take tremendous pride in American Car and Foundry products. They are designed and made with a single aim... to provide such distinct operating advantages that any railroad using them will be better equipped to prove that

Progress rides on rails

AMERICAN CAR AND FOUNDRY COMPANY

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Delivering Dreams Is The Railroads' Business

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American Car and Foundry Company, in making better, more advanced railway equipment, is helping bring swifter, surer delivery of your dreams. To implement more efficient railroading we are contributing superb streamliners, new coaches of unprecedented comfort, freight and refrigerator cars of revolutionary new design, sturdy tank cars, super-efficient mine cars—even the incredibly tough, long-lived railroad wheels that help cut the cost of making dreams come true!

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To visit and enjoy—to like and understand

Our neighbor, the Orient—how well we understand it, know it, like it, can set the pattern of peace for years to come.

Along with this need to visit and understand comes a great new fleet of American President liners to serve the Orient and link 14 countries around the world with America.

PLAN NOW FOR THE ORIENT

We are now operating speedy interim passenger ships as well as new fast cargo vessels to carry passengers and materials under the American flag across the Pacific and into the Orient. And before long our new luxury fleet will be ready. *So we urge*—plan now for the Orient—*the world's supreme travel experience.* And we put at your disposal the inherited experience of 75 years' dependable trans-Pacific service. *Ask your travel agent, or write or call on us at* 904 Fifth Avenue, New York 20; 177 State St., Boston 9; 716 Transportation Bldg., Washington 6, D.C.; 110 South Dearborn St., Chicago 3; 226 Henry Bldg., Seattle; 510 West Sixth St., Los Angeles 14; 311 California St., San Francisco 4 (Head Office).

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The Atlantic House is located in one of the most private spots on the coast, where families or individuals may enjoy excellent food, surf bathing, tennis, and shuffleboard. Golf courses near.

All rooms with hot and cold running water or private bath. Elevator service. Capacity 125. Cottages and hotel, American Plan.

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Planning That Maine Vacation?

THE WILLOW'S

PROUT'S NECK MAINE

Extends an invitation to enjoy our hospitality. You will find all seashore pleasures available

DO YOU wish relaxation in our placing seaside with vistas of cool, blue ocean and the quiet of fragrant pine groves or DO YOU prefer sports, surf bathing, beautiful sand beach, swimming, country club tennis and golf?

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Overlooking Atlantic Ocean and Bathing Beach
All home cooked food. A fine choice of food.
Rooms with hot and cold water, private baths.

Write for booklet and further information

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American Airlines System Douglas DC-4, in transatlantic flight.

Skyway Express to London

What interests the passenger is the ease, comfort and speed of transatlantic air travel, as handled by American Airlines' big Douglas DC-4's. But to the engineer who knows the importance of maintaining schedules and operating efficiency, it's the equipment that counts. An example is the Auto-Lite ignition cable that serves such a vital function in the aircraft's electrical lifeline. Auto-Lite ignition cable, tested and proved in the fighting planes of the United Nations, is available now to make peacetime travel safer and more dependable than ever before.

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THE PEGAWAY

Hardwood natural finished base with removable brightly colored Pegs and Plastic Rings in matching colors. Sturdy push wheels heavy pull rope.

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THE CRADLE GYM

The ideal Baby exerciser recommended by health experts for use throughout baby's first year. Aids muscle development. Builds confidence. For use in Crib or Play Pen.

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It is your assurance of dependability [illegible] they are [illegible] Hardwoods and durable Plastics, engineered with necessary Safety. Trade names are used in the manufacture of Right Time Toys.

No. 15

A Worthy Companion To All The Other Famous Right Time Toys

BABY'S FIRST CART

Simple and colorful, built with all the durability of a peasant's Cart. Tip-proof ... selected hardwood, with a rich, high-gloss natural finish.

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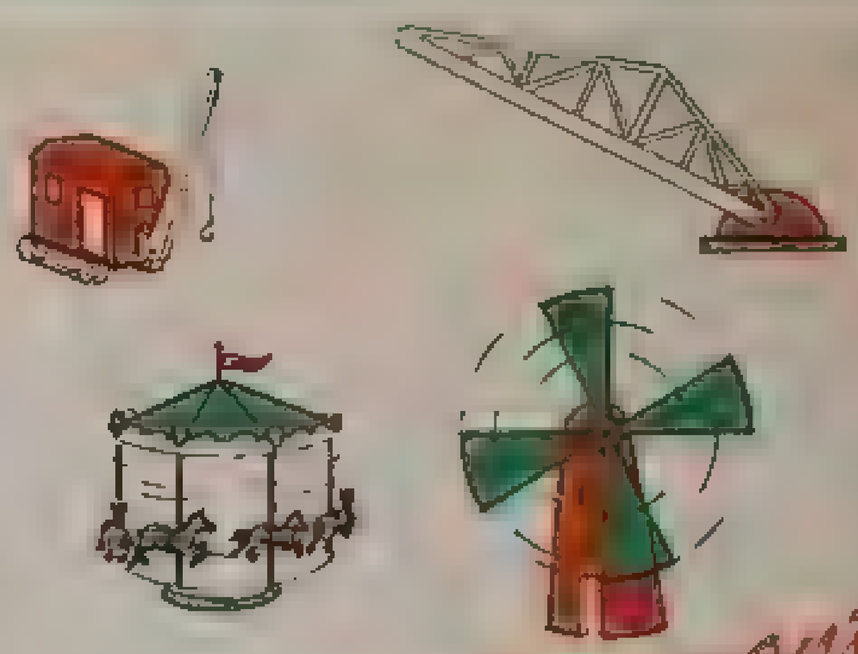
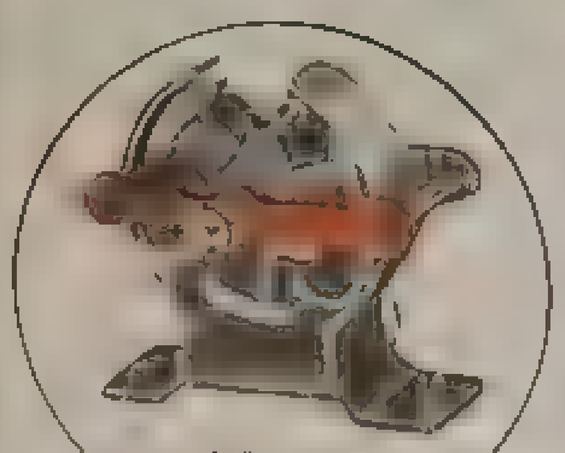
PRECISION BUILT ... SCIENTIFICALLY ENGINEERED



Every Boy wants to Motorize his Toys

EASY TO ASSEMBLE KITS



No. 1

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OPERATES ON DRY BATTERIES OR TOY TRANSFORMER

PATS APPLIED FOR

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COLUMBUS, OHIO

NEW YORK SALES OFFICE
HENRY KATZ — ROOM 540
200 FIFTH AVENUE

FOR THE FIRST TIME IN THE AMUSEMENT FIELD

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THE *Big* NEWS IS RIGHT INSIDE

Announcing!

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By MOHAN

Now Better Than Ever! The New #55

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IS NOW BRACED WITH STEEL

SAFER • STURDIER
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Make This A Must On Your Show List!

YOU HAVE TO SEE IT TO APPRECIATE ITS POSSIBILITIES

IT HAS
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. . . a Beechcraft can add extra days of profit (and pleasure) to your regular month.

Picture yourself with your own Beechcraft. You can come and go *when* you please and *where* you will. Across the continent, or upstate, at a 200 mile an hour speed — in luxurious comfort. No time lost in waiting for train or airline connections. None of the irritations, fatigue, and reduced personal efficiency that are part of travel by crowded public transportation means today. You set your own schedules. You make a bee-line to your destination.

Nor will it take you long to discover, as many other executives have, that Beech travel time is not waste time. In the smooth upper reaches of the air . . . away from the distractions of your office . . . you'll find a relaxing place to go over important papers, dictate, confer with key personnel, or just rest and get a new perspective for the problems ahead.

Owning a Beechcraft is a paying proposition. We invite your request to prove it with facts, figures and a demonstration. Write us today.

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In a comfortable hurry—*no distractions when you travel in your company's own*

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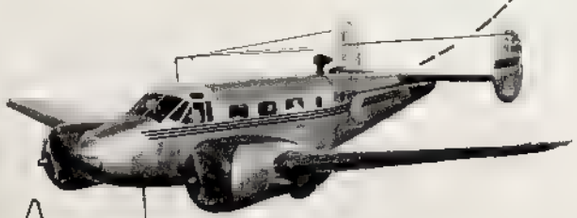
EXECUTIVE TRANSPORT

As you and your staff sit relaxed in your Beechcraft Model 18, plans can be gone over for the conference toward which your airplane is hurrying you smoothly at the rate of 200 miles per hour. Travel time becomes productive time

With a Beechcraft 18, new concepts are given to time and distance You and from three to six others (depending upon your choice of Beechcraft seating arrangements) are able to travel 400 miles, attend a conference, and return home, all as part of a normal day's work. Such a schedule by ordinary transportation would require a timing minimum of two days

A Beechcraft is the perfect complement for your modern business equipment. It will pay a "time bonus" in making possible more on the spot decisions and by saving hours formerly wasted in travel

Write today—Facts, figures, and demonstrations are available without obligation.



Beech Aircraft

THE WORLD IS SMALL WHEN YOU FLY A BEECHCRAFT

CORPORATION
WICHITA, KANSAS, U.S.A.

Oxford County

Northwest of Cumberland County and the Sebago-Long Lakes region lies a fairyland of lakes and hills, busy towns and quiet villages within the borders of Oxford County. Its western boundary is the state line with New Hampshire and it stretches for 125 miles north and south, extending from the Fryeburg resort area to the roadless wilderness of the Rangeley Lakes-Magalloway River region. In its central area it is not more than 50 miles wide, composed of fertile farming country, summer and winter resorts and spotless industrial villages and towns.

The beautiful Androscoggin River runs through the middle of the county, west to east, and provides water and power for numerous industries, the majority of them concerned with woodworking and paper products. At Rumford, is one of the greatest sources of water power in New England where the river drops 180 feet in the space of a mile.

Crossing into Oxford County in the south from the Sebago Lake region, roads from Hiram and East Brownfield and from Naples and Bridgton lead to Fryeburg, oldest town in the county, situated on a plain of the Saco River valley. Once an Indian settlement known as Pequawket, Fryeburg is now a resort and highway center between Southern Maine and the White Mountains. Here Daniel Webster was once preceptor of Fryeburg Academy and Robert E. Peary, the Arctic explorer and a former resident placed the two Meridian Stones to indicate the true north for surveyors. Denmark, a few miles to the southwest, is a center of farming activities and summer camps in the surrounding area.

From Fryeburg north into Oxford County run two main highways that open up a country of lakes, hills and forests as scenic as any in the State of Maine. Through North Fryeburg and Stow passes Route 113 to Gilead, named for its Balm of Gilead trees in the center of the town. This road for miles passes through a section of the White Mountain National Forest, which occupies an area of many square miles in this section of Maine. Six miles from Gilead is Evans Notch, from which may be seen spectacular views of the Presidential Range. Tumbling mountain streams, high peaks, fragrant pine and cedar forests, teeming lakes and ponds abound in this area.

The second road from Fryeburg north through Oxford County is Route 5, passing through the Lovells to Bethel. Lovell was named for Capt. John Lovewell, whose famous battle with the Indians near Fryeburg is immortalized in Longfellow's first poem. Parts of Lovell

(Continued on Page 42)

Where persons of discrimination enjoy a real Maine Vacation
At Bethel Inn, in the heart of Maine's Oxford Hills your vacation dreams come true.
Beautifully furnished homelike rooms and suites. Distinctive menus of expertly prepared quality foods, tastefully served in our perfectly appointed dining room.
A private nine hole golf course, gratis to guests, tennis courts, exclusive bathing and boating facilities, excellent fishing, in fact vacation pleasure. Gentile clientele.
American Plan
May We Send Illustrated Booklet?
BETHEL INN
Peter Schutt, Manager
BETHEL MAINE
Winter:
Casa Marina, Key West, Fla.

First of the true super-transports—the twin-decked, 75 to 114 passenger Boeing Stratocruiser.

Don't look now!

The Boeing Stratocruiser hasn't been delivered to any airline—yet. But that day is coming. The sleek, double-decked planes—big brothers of the Boeing B-29's and twins of the record-breaking Army C-97's—are now being built in Boeing plants.

To every one who looks forward to a new era in air travel, the Stratocruiser offers:

NEW SPEED—cruising at 340 miles per hour; coast to coast between lunch and dinner; across the Atlantic in daylight or overnight.

NEW COMFORT—spacious interiors, with luxurious chairs or berths and plenty of room to move about; smooth, even flight; air-conditioned, sound-proofed cabins; comfortable, normal pressure at all altitudes.

NEW ECONOMY—reduced fares, yet more profitable operation for airlines, made possible by unprecedented low operating costs.

NEW CONVENIENCES—a unique lower-deck lounge, reached by stairway from main cabin; attractive powder rooms and lavatories; roomy, fully equipped galley for tasty meals aloft.

The Stratocruiser embodies outstanding aerodynamic and structural advances not found in any other transport airplane. The Boeing "117" wing is just one example. Designed for the B-29 Superfortress, it made possible the speed, range and carrying capacity that were such vital factors in shortening the war. The advantages it gives the Stratocruiser are equally outstanding.

The Stratocruiser inherits the stamina and flight characteristics of the famous Boeing B-29 Superfortress.

The Boeing Stratocruiser brings to commercial flight the same skill and experience in research, design, engineering and manufacture that gave America the B-29 Superfortress, the B-17 Flying Fortress and other great four-engine aircraft. "Built by Boeing," it's built to lead.

BOEING

Making merry-go-rounds *merrier!*

Aluminum and magnesium painted in gay and gaudy colors can add considerably to the gala appearance of Merry-Go-Rounds in a post-war world. By lightening construction, these alloys can decrease the cost of operation. Aluminum and magnesium are due to play a prominent role in the fabrication of many new products that you will see. Our engineering staff will be glad to discuss with you the many sales and cost-cutting features of these light alloys in relation to your own products.

BOHN

BOHN ALUMINUM AND BRASS CORPORATION

GENERAL OFFICES—LAFAYETTE BUILDING—DETROIT 26, MICHIGAN

Designers and Fabricators—ALUMINUM • MAGNESIUM • BRASS • AIRCRAFT-TYPE BEARINGS

BOOTHBAY HARBOR
BOOTHBAY · SOUTHPORT

The Boothbay Region — famous to the most loyal [illegible] of the most [illegible] coastline in the world. Offers a wide variety of recreational entertainment with an [illegible] of professional plays — the best in modern [illegible] Maine's nationally known preachers [illegible] Maine famous swimming pools, boating & rock fishing in harbor and bays, sports and [illegible] many fine hotels, tourist homes and excellent restaurants.

BOOTHBAY HARBOR REGION

For an enjoyable and healthy vacation come to the Boothbay Region this summer.

For Folder and Information Write

DEPARTMENT MR

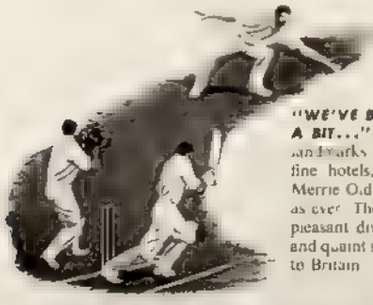
CHAMBER OF COMMERCE
BOOTHBAY HARBOR · MAINE

"WE KEPT 2,750 ATLANTIC CROSSINGS UNDER OUR HAT"

YES, MADAM, ... [illegible] ... new to the Atlantic

"WE'VE BEEN KNOCKING AROUND the globe, Madam, as you can see. Quite a stretch, our 72,104 miles of Speedbird routes between 5 continents. Why from New York, here, we can put you across Europe and India into Sydney, 'down under'—15,000 miles, in just 3 days and a bit!"

"QUITE A COMBINATION we have now, Madam . . . these fine, new Constellations . . . our Speedbird Captains. Those lads have 150 million miles of flying experience behind them. More than fifty of our men are 'million-milers' and four top the two million mark."



"WE'VE BEEN BATTED AROUND A BIT..." Some of the famous old landmarks have gone, some of the fine hotels, too. But the heart of Merrie Old England beats as stoutly as ever. There's still cricket, still the pleasant diversions, the old customs and quaint scenes to charm the visitor to Britain.

Speedbird flights daily, New York to London. Your local travel agent is our local office. Reservations and information also at most air line offices or at B.O.A.C. 420 Madison Avenue, New York 17, N. Y.

B·O·A·C

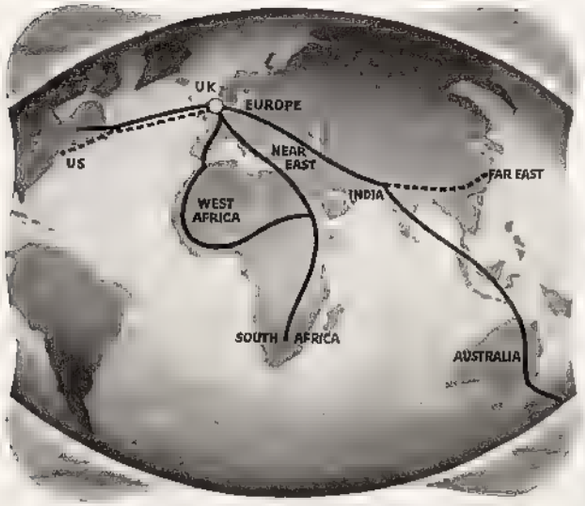
BRITISH OVERSEAS AIRWAYS CORPORATION

SPEEDBIRD SERVICE . . . Over the Atlantic . . . and Across the World

As far as flying goes

YOU CAN'T GO MUCH FARTHER

1 .43 million miles of flying experience



2 72,104 miles of routes

3 2,750 Atlantic crossings—increasing daily.

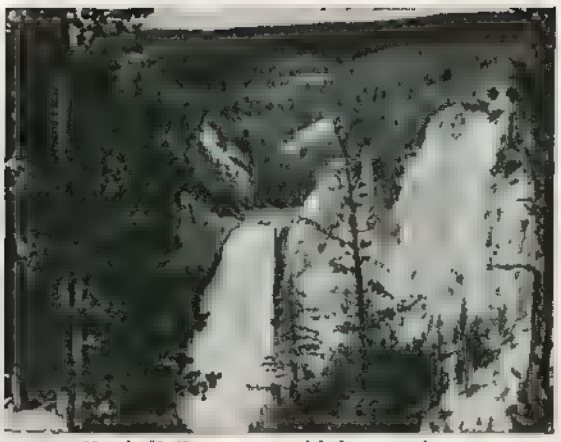
Beginning July, new CONSTELLATIONS for B O A C on the Atlantic

B·O·A·C

BRITISH OVERSEAS AIRWAYS CORPORATION

Your local travel agent is our local office. Reservations and information also at most airline offices or at B. O. A. C., 420 Madison Ave., New York 17, New York.

THE SPEEDBIRD ROUTES *Over the Atlantic . . . and Across the World*



Magic Yellowstone *with its amazing array of mud volcanoes, geysers, canyons*

The Black Hills of South Dakota, *steeped in the romance of the early West*

Colorful Colorado, *snuggled in the heart of the Rockies*

Glorious Glacier National Park *in all its scenic grandeur*

Soon you'll be planning the vacation you've been waiting for . . . and the West will be ready for you!

And what a variety of places to go and things to do in the Great West! Colorful Colorado, in the heart of the Rockies. Magic Yellowstone, with over 3,000 square miles of natural beauty. Glorious Glacier National Park in all its scenic grandeur. The Black Hills of South Dakota, steeped in the romance of the early West. The Dude Ranches of Wyoming, Montana and Colorado, where rest and relaxation abound in an atmosphere of boots and saddles.

It won't be long until thousands of vacationists will head toward the West. And we of the Burlington look forward to helping make those vacations events to be remembered a lifetime. For further information — write A. Cotsworth, Jr., Passenger Traffic Manager, Burlington Lines, Chicago, Illinois.

Way of Zephyrs

BURLINGTON LINES

Everywhere West

Burlington Route

CHICAGO, BURLINGTON & QUINCY RAILROAD • COLORADO and SOUTHERN RAILWAY • FORT WORTH and DENVER CITY RAILWAY
THE WICHITA VALLEY RAILWAY • BURLINGTON-ROCK ISLAND RAILROAD

NATIONAL GAMES

INCORPORATED

NO. 5002

Play Teacher

LOTTO

Six exceptionally beautiful cards, each containing nine pictures, enables two to six players to participate. The first player to cover his card with nine duplicate pictures wins the game. One of the most attractive games ever produced. Cards are provided with letters and names to teach younger players.

BOX SIZE: 16¼ X 12¾ X 1⅝ STANDARD CARTON: 1 DOZEN
WEIGHT: 20 LBS. PER CARTON RETAIL PRICE: APPROX. $1.00

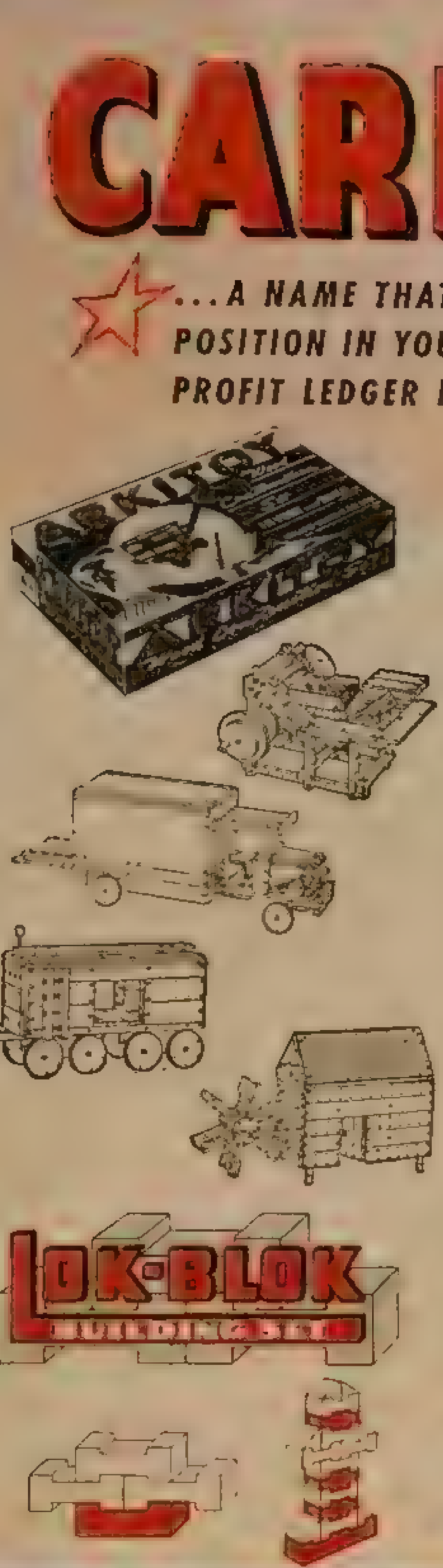
FACTORY: 91 CHURCH STREET · WEST SPRINGFIELD · MASSACHUSETTS
NEW YORK OFFICE: 200 FIFTH AVENUE · ROOM 332

[redacted]

CARROM

...A NAME THAT DESERVES NUMBER 1 POSITION IN YOUR GAME DEPARTMENT PROFIT LEDGER IN 1946!

SEE THE ENTIRE CARROM LINE AT THE NEW YORK TOY FAIR . . . HOTEL McALPIN ROOMS 365-367



Child Development Toys That Teach Children to Plan, Build and Create; Games of Skill for All Age Groups . . .

Two famous CARROM Child Development Toys . . . ARKITOY and LOK-BLOK . . . will be numbered among the many interesting profit makers that will be featured at the Carrom Exhibit at the Toy Fair, March 11 to 23. See them there . . . as well as the complete line of Carrom-Crokinole Combination Game Boards, Nok-Hockey, Kikit and other popular skill games. Plan *now* to take advantage of the profit possibilities Carrom merchandise offers you in 1946.

The Carrom line includes toys and games for all age groups, from kindergarten to teen age and adult (including top-quality poker tables). New games are being constantly developed and added to the line. Production is being stepped up to better serve you this year. More merchandise will be available . . . offering increased profit-opportunities in your Toy Department.

CARROM TOYS AND GAMES ARE NOW BEING NATIONALLY ADVERTISED ON A YEAR-ROUND SCALE . . . to further extend their wide public acceptance.

INCLUDE THE WHOLE FAMILY IN YOUR SALES PROGRAM . . .

CARROM-CROKINOLE [illegible]

HOCKEY [illegible]

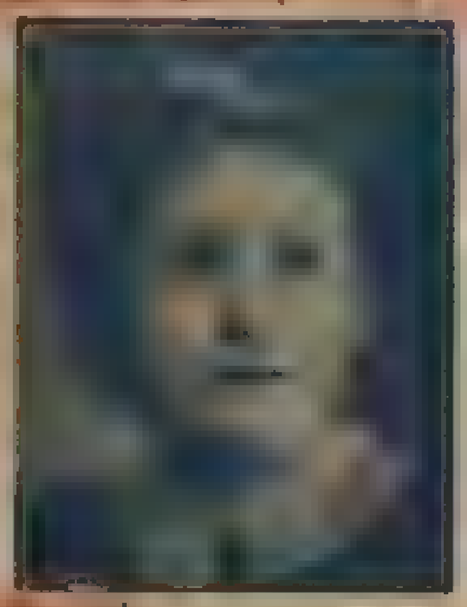
[illegible]

Carrom Industries, Inc.

LUDINGTON Established 1889 MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) • Room 413, Berkeley Building



Now

As Always—
Quality
First

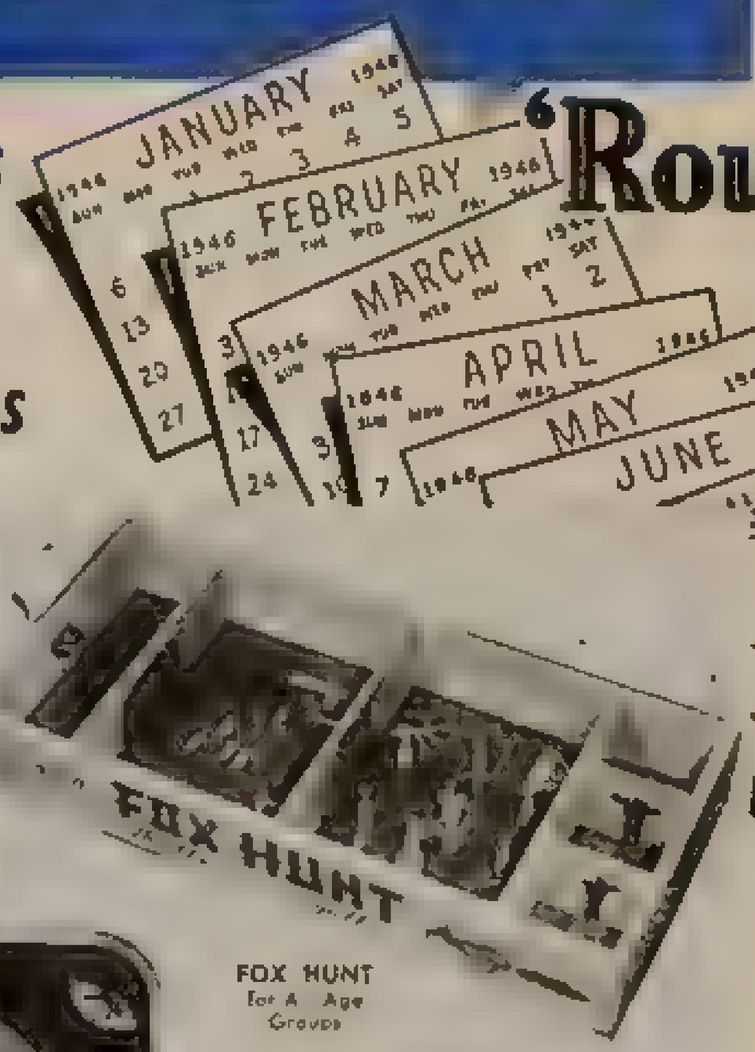
Is The Unchanging Policy
Of Madame Alexander Dolls

MADAME ALEXANDER DOLLS
OFFICE AND SHOWROOMS, 153 EAST 24th ST., NEW YORK 10, N.Y.

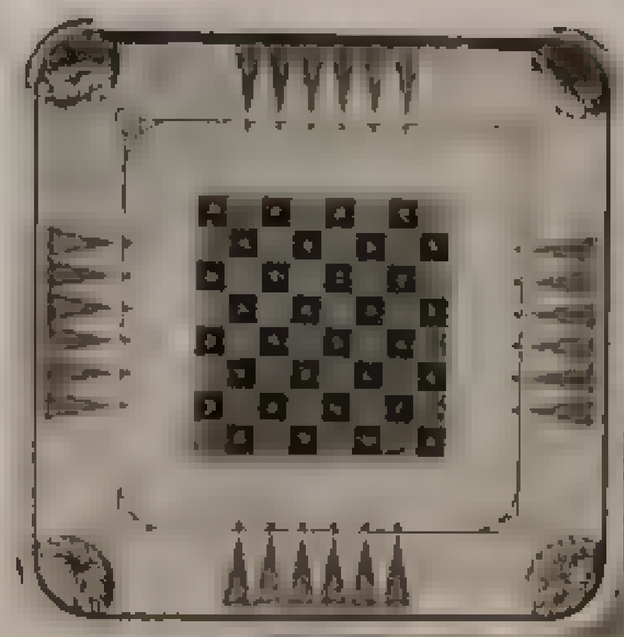
CARROM

All-Year 'Round Games and Toys!

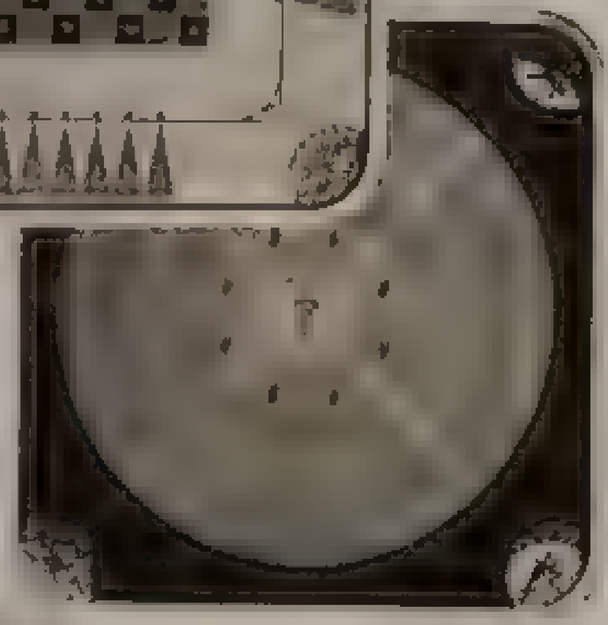
NEW, INTRIGUING GAMES ARE BEING CONSTANTLY ADDED TO THE LINE OF TRADITION-PROVED SELLERS



FOX HUNT
For All Age Groups

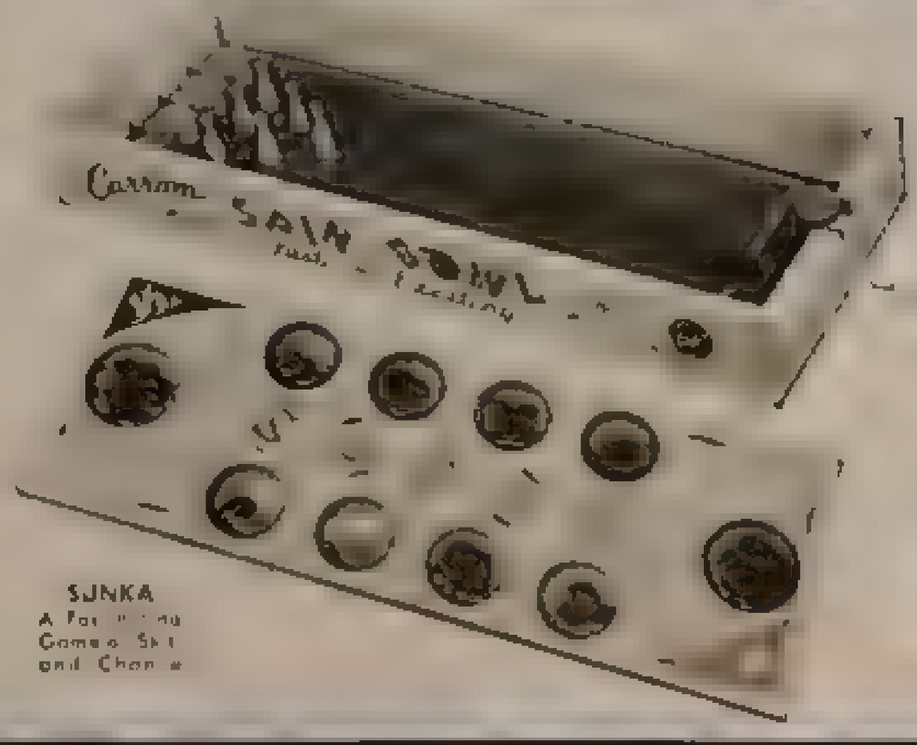


STYLE 105 DE LUXE CARROM-CROKINOLE REVERSIBLE GAME BOARD
105 Games in One



SPIN BOWL
Table Model Bowling Game

GEAR SET
Educational Action Toy



SINKA
A Fascinating Game of Skill and Chance

WHACK-IT
Finger Gun Kindergarten Toy

HAMMER SET
More Fun for Tiny Tots

and they're Nationally Advertised the year 'round to retail customers . . .

Because clean fun knows no season, CARROM Games and Toys present splendid profit possibilities for your toy department 52 weeks a year. A representative assortment of the line gives you merchandise with high play value for everyone—kindergarten tots, teen agers and adults of all ages. It is also a line that gives you name value acquired during 57 years of leadership in game and toy manufacture. And still more, it is a line gaining every day in public acceptance through year 'round national advertising.

Place orders for fall delivery now! Although production is still behind demand, we'll do our best to fill your requirements

. . . A POPULAR GAME

. . . A PROVED SELLER

NOW BACK in the CARROM LINE!

Due to [illegible] the GUSHER [illegible] has been a success [illegible] CARROM [illegible] the [illegible] be [illegible] NOW [illegible]

Carrom Industries, Inc.

LUDINGTON *Established 1889* MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) Room 413, Berkeley Building

There is Beauty in a Doll

BY Madame Alexander

Portrait Doll: One of twelve exhibition pieces typifying the quality of creations by Madame Alexander.

Madame Alexander DOLLS

OFFICE AND SHOWROOM: 153 EAST 24 STREET • NEW YORK 10 N Y

The fastest selling, all year 'round
10c CHILDREN'S BOOKS
on the market today!!

No. 700 Series

Size: 8½ x 11

Covers: Four colors

Inside: Illustrated 2 colors

Packed: banded, one doz. of one title to bundle—12 doz. assorted bundles to carton

No. 900 Series

Size: 8½ x 11

Covers: Four colors

Inside: Illustrated 2 colors

Packed: banded, one doz. of one title to bundle—12 doz. assorted bundles to carton

No. 800 Series

Size: 8½ x 11

Covers: Four colors

Inside: Easy-to-color drawings

Packed: banded, one doz. of one title to bundle—12 doz. assorted bundles to carton

PERKS PUBLISHING, INC. • represented by C. S. JACOBSEN • Room 313, 200 Fifth Avenue, N. Y.

IT TOOK 28 YEARS— AND MARY PERKS TO DO IT!

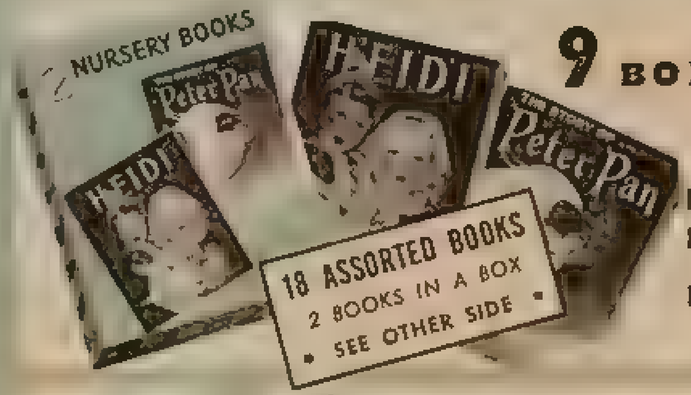
Here it is — *the fastest selling line* of all year 'round 10c children's books on the counters today! • Ask the dealer who buys them! • Mary Perks' 28 years experience as top book buyer and merchandiser is unparalleled. *There is no substitute for experience!*

Mary Perks FOR CHILDREN

PLAYTHINGS • March 1946

PERKS PUBLISHING, INC. • *represented by* **C. S. JACOBSEN**

Attractive, fast-selling, boxed selections from the Mary Perks' leaders . . .



9 BOXES . . RETAIL **25¢** EACH

No. 102—Two Famous Nursery Books in Box

PACKED — assorted, 6 dozen boxes in carton

6 BOXES . . RETAIL **50¢** EACH

No. 104—Four Famous Nursery Books in Box

PACKED — assorted, 3 dozen boxes in carton

2 BOXES . . RETAIL **$1.00** EACH

No. 109—Nine Famous Nursery Books in Box

PACKED—assorted, 1½ dozen boxes in carton

PERKS PUBLISHING, INC.
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C. S. JACOBSEN • 200 Fifth Avenue, New York (Room 312)

CUTE DOLLS *by Victor Eckardt*

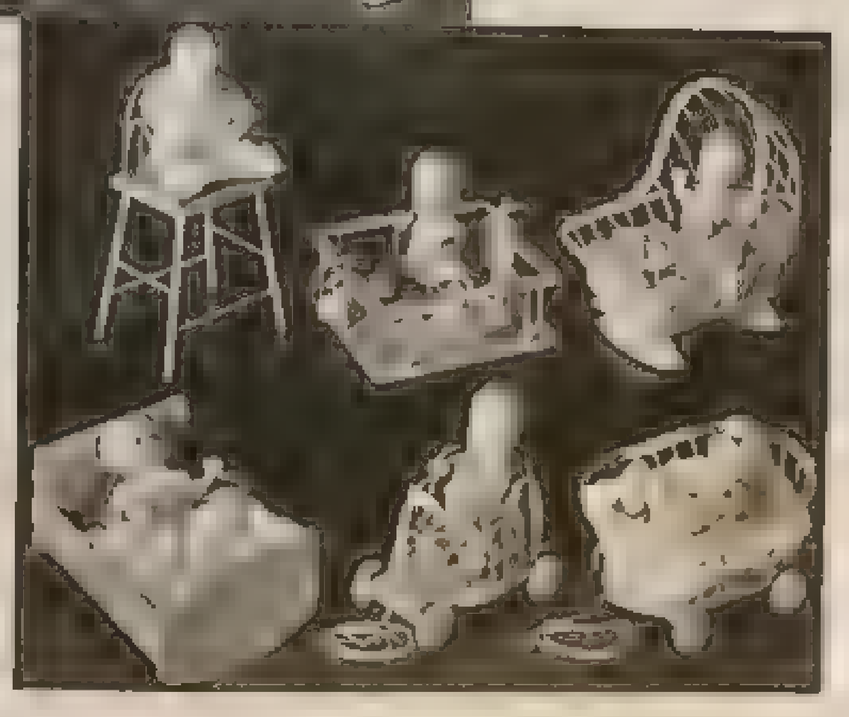
AND A

COMPLETE LINE OF

STUFFED DOLLS

AND

STUFFED ANIMALS



WILL SEE YOU

AT THE McALPIN HOTEL ROOM 414

Permanent Display and New York Office at

45 East 17th Street, New York, N. Y.

VICTOR ECKARDT TOY CO., Inc.,

124 BELVIDERE AVENUE
BROOKLYN, N. Y.
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275

The great majority of motorists, if left entirely free to select the car they would most like to own, would undoubtedly choose a Cadillac. For forty-four years, the knowledge has grown that Cadillac is never built to meet a price—or to harmonize with any particular economic situation. It is built to provide the finest personal transportation it is practical to produce—and there is no further restriction on those who design and manufacture it. It is only natural that such strict adherence to such a high purpose should have placed Cadillac in a class apart—that it should long since have become the world's most desirable motor car. And it is only natural that the demand should now be so great that some delay in delivery is inevitable. But waiting is wisdom—for there is no substitute for what a Cadillac provides.

* CADILLAC MOTOR CAR DIVISION * GENERAL MOTORS CORPORATION *

Cadillac

IMPROVED EVEN MORE IN WAR THAN IN PEACE!

Every Sunday Afternoon • GENERAL MOTORS SYMPHONY OF THE AIR NBC Network

FOR TWO GENERATIONS, "Standard of the World" has defined Cadillac's unique position in the automotive world. To own a Cadillac has long been the cherished ambition of motorists everywhere.

Today, there is greater reason than ever for that desire. For Cadillac has actually lengthened its leadership during the past four years—improved even more in war than in peace!

Production of the Cadillac V-type engine and Hydra-Matic transmission continued through the war—for they were used to power America's light tanks and other motorized weapons. Thus, progress went steadily ahead.

On the battlefields of the world, they were improved to meet demands never before made of any units employed in a passenger car.

We urge that you take the wheel of a new Cadillac at your first opportunity. For power, smoothness and general all-around performance, you have never before experienced anything comparable. Here is an entirely *new* "Standard of the World"—from all standpoints.

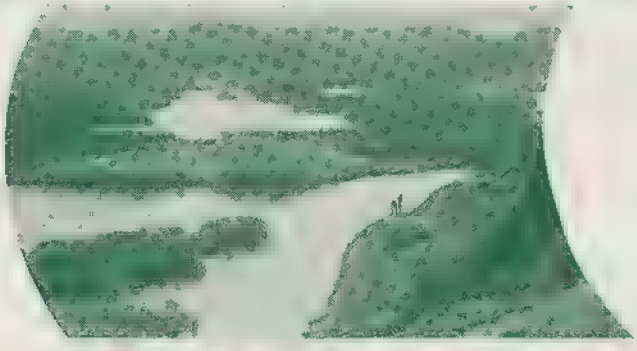
CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORPORATION

the one American motor car that has been built—throughout all the years—to a single standard of uncompromising excellence, it is logical that Cadillac should stand unchallenged for quality. Cadillac has *never* been built to sell at a predetermined price.

Our engineers and craftsmen have but a single requirement—to bring to the American motorist the finest performance that it is possible to provide. [illegible] V-type engine and Hydra-Matic drive were used throughout the war in the army's light tanks—enabling us to improve them even *more* than would have been possible in four years of peace—Cadillac's leadership is the greatest in history. There is literally nothing with which to compare this great new car—now more than ever—"Standard of the World."

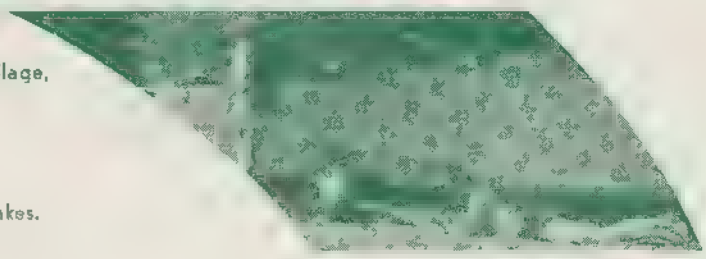
• CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION •

Camden AND Rockport



Mountains, Lakes, Seashore

90 Miles East of Portland
Easy to Reach by
Bus, Car or Train



DISTANCES ARE SHORT

It's Easy to Get Around,
to
Sports, Entertainment,
Accommodations:

MOUNTAIN CLIMBING—Miles of trails start in Camden Village. Adirondack shelters; picnic area on seacoast.
BOATING—Yacht Club; sailing; canoeing.
SCHOONER and YACHT CRUISES—1 or 2 week trips.
FISHING—Lakes, Trout Brooks, and Bay.
BICYCLING—"Bicycle Capital of Maine."
SWIMMING—Camden and Rockport Harbor and nearby Lakes.
GOLF and TENNIS—WINTER SPORTS.
MOVIES—Fine new air-conditioned theatre.
CHURCHES—7 denominations.

Accommodations to fit your needs; cottages on nearby lakes; hotels; guest homes and cabins; summer or year-round homes, large or small; excellent stores, schools, libraries, hospital.

Write for booklets

CAMDEN-ROCKPORT CHAMBER OF COMMERCE,
CAMDEN, MAINE

The beauties you've waited for—JASPER

SHOWPLACE OF THE CANADIAN ROCKIES

WELCOME BACK to Jasper Park Lodge! Its rustic chalets by Lac Beauvert, Edith Lake in the broad Athabaska Valley, heart of the Canadian Rockies. Around the Lodge are 4200 square miles of matchless mountain playground. The streams and lakes are teeming with trout. Remodeled and completely rebuilt, the championship 18-hole golf course is unrivaled. You can swim again in the heated outdoor pool. Play tennis, go canoeing or just loaf in luxury. You can hike or ride horseback. Snap closeups of playful bears and deer, mountain sheep and elk. Inviting motor roads lead to the Columbia Icefield, Miette Hot Springs, Mt. Edith Cavell, Maligne Canyon. A hearty welcome awaits you. Come any time from June 15 to Sept. 15. Rates from $9 per day, including meals.

NO PASSPORT NEEDED! Your vacation dollar goes farther in Canada. Jasper and other Canadian vacationlands are easily reached from all U. S. points via Canadian National. Call or write for booklets and information.

View from Cavell Drive, Jasper National Park

Yours Again, Too—Minaki

A hundred miles east of Winnipeg, in the Lake of the Woods country, another Canadian National summer resort, hospitable Minaki Lodge, offers golf, fishing, swimming and boating.

Canadian National Offices in the U. S.—Boston, Buffalo, Chicago, Cincinnati, Detroit, Duluth, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Maine, San Francisco, Seattle, St. Louis, Washington, D. C.

RAILWAYS STEAMSHIPS AIRLINES HOTELS TELEGRAPHS EXPRESS

CANADIAN NATIONAL

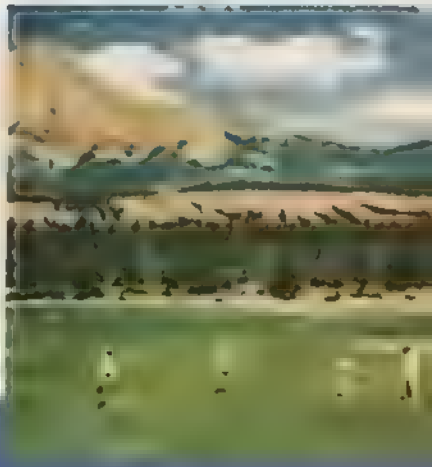
TO EVERYWHERE IN CANADA

The trail to JASPER

SHOWPLACE OF THE CANADIAN ROCKIES

OPEN THIS SUMMER — Canadian National's Jasper Park Lodge on lovely Lac Beauvert, in the heart of Jasper National Park in Alberta. Enjoy pre-war luxury amid Jasper's glittering peaks and sapphire lakes. Golf on the completely rebuilt 18-hole course. Swim in the heated outdoor pool. Fish in white trout waters. Ride trails winding up from the broad Athabaska Valley through flowery meadows to vistas of breath-taking grandeur. And there's the motor highway to the Columbia Icefield, biggest flow of living ice south of the Arctic. Snap closeups of friendly bears, deer and mountain sheep, go canoeing, play tennis or just relax. The season is June 15 to Sept. 15. Rates from $9 per day, including meals. Accommodations for 650 guests

NO PASSPORT NEEDED! Your vacation dollar goes further in Canada. Jasper and other Canadian vacationlands are easily reached from all U. S points via Canadian National. Call or write for booklets and information.



Columbia Icefield — Jasper National Park

Yours Again, Too — Minaki *A hundred miles east of Winnipeg, in the Lake of the Woods country, another Canadian National summer resort, hospitable Minaki Lodge, offers golf, fishing, swimming and boating.*

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CANADIAN NATIONAL

TO EVERYWHERE IN CANADA

Making big plans?

TEN FAMOUS STOP-OVERS Also the way enjoy the hospitality of Canadian National hotels and luxurious holiday resorts.

FISHING — HUNTING! . . . Sportsmen Let us help plan your trip. We'll tell you the best spots . . take you there

INDUSTRIAL SERVICE . . . Need industrial, trade or market statistics? Making a plant location study? Interested in farm lands? Call on us for Canadian facts, analyses, consultation.

plans for your first real family holiday in five years, or for a new branch plant in Canada? Maybe both.

Whatever your plans, America's Largest Railway System can serve and help you, right from the start. Not only can it take you where you want to go in Canada, from Atlantic to Pacific; it can also supply information, from itineraries and game laws to market studies and statistics on Canadian resources. In short, whether it's pleasure or business, ask Canadian National, we'll do everything we can to make your visit to Canada worthwhile.

Your U. S. dollar goes farther in Canada. No passport needed

Canadian National Offices in the U.S.—Boston, Buffalo, Chicago, Cincinnati, Detroit, Duluth, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Me., San Francisco, Seattle, St. Louis, Washington, D. C. *For industrial information on Canada, write Canadian National Railways, Dept. of Research and Development, Montreal, Que.*

CANADIAN NATIONAL TO EVERYWHERE IN CANADA

What are you hunting for?

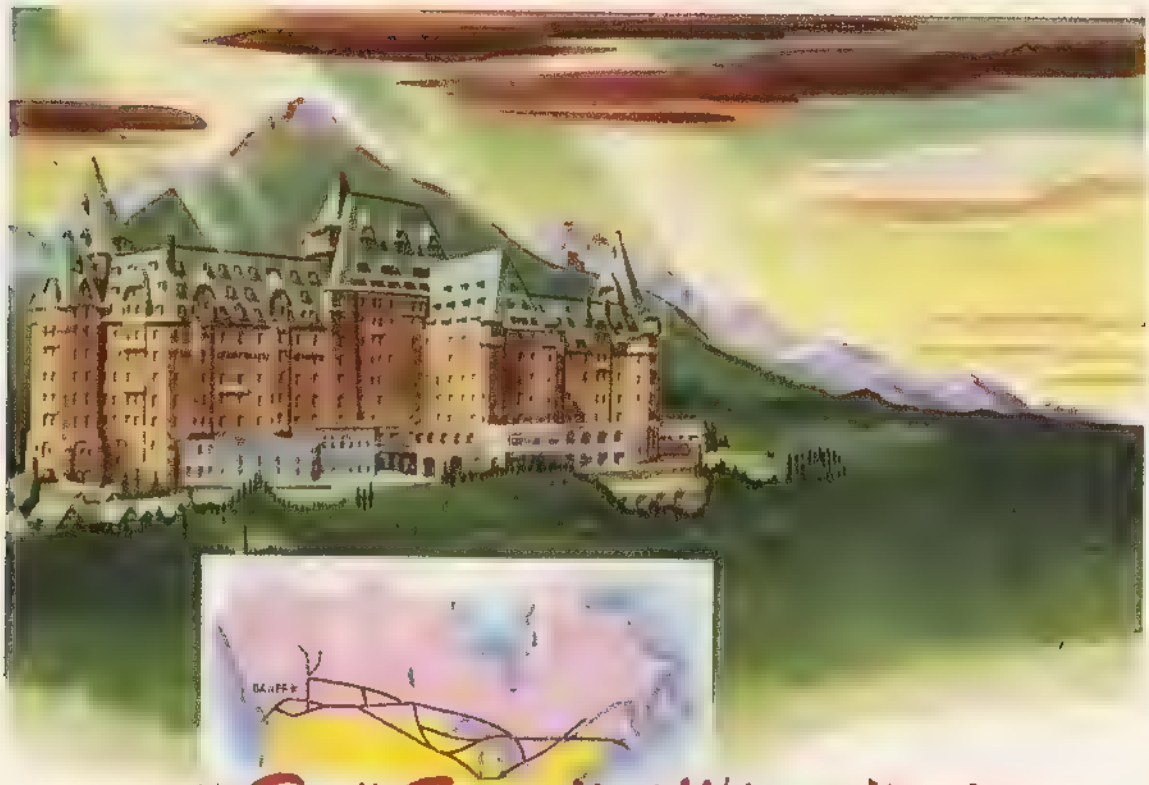
Is it a long vacation . . . a camping or fishing trip . . . big game . . . a seaside holiday? Is it an industrial site you're hunting for? Or are you interested in farm lands? Whatever it is, you'll find it in Canada, and Canadian National Railways, America's largest railway system, can supply the answer. Its rail lines serve all nine provinces, the Dominion's finest vacation areas, and its great industrial centers. Its all-year and resort hotels offer warm hospitality and luxurious comfort from coast to coast.

Plan a Canadian vacation this year. Come on business or pleasure, a long trip or a short one. Wherever you go in Canada, Canadian National will serve you. Write or call for descriptive folders and information. No Passport Needed — Your U. S. dollar goes farther in Canada.

Canadian National offices in the U. S. — Boston, Buffalo, Chicago, Cincinnati, Detroit, Duluth, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Me., San Francisco, Seattle, St. Louis, Washington, D. C. *For industrial information on Canada, write Canadian National Railways, Dept. of Research and Development, Montreal, Quebec, Canada*

CANADIAN NATIONAL

TO EVERYWHERE IN CANADA



Banff Springs Hotel Welcomes You Again

Here is news for your holiday-hungry heart! Glorious Banff Springs Hotel in the Canadian Rockies will reopen on June 15 this year . . . golf, riding, swimming, hiking!

That isn't all. Other world-famous Canadian Pacific resort hotels in Eastern and Western Canada will reopen this summer too . . . Chateau Lake Louise, Emerald Lake Chalet and Mountain Lodges in the Rockies, the Algonquin Holiday Colony in New Brunswick, the Digby Pines in Nova Scotia . . . and many others.

These Canadian Pacific resorts are famous for hospitality, courtesy and service. They have been host to countless thousands of visitors from every part of North America and many foreign lands.

For full information consult any Canadian Pacific Railway office or your own Travel Agent

Canadian Pacific

SPANS THE WORLD

Picture Window . . . .
by Canadian Pacific

Down by the sea on Canada's East Coast

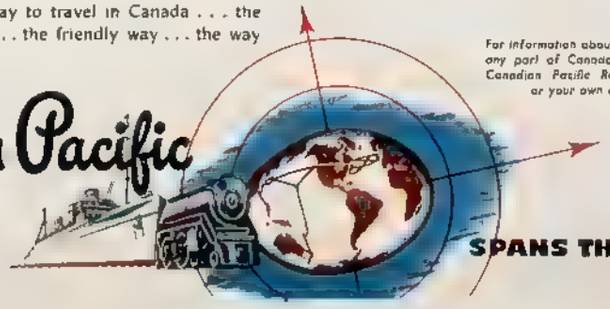
That window beside your seat on a Canadian Pacific train . . . it's a travelogue in technicolor It's a window on natural grandeur . . . on horizon-spreading farm lands . . . on industrial vigor. It's a moving panorama of a great land . . . a land you ought to see . . . an uncrowded land of fun —and courtesy

And it's the way to travel in Canada . . . the comfort way . . . the friendly way . . . the way tens of thousands of Americans have caught their first glimpse of a vigorous interest packed country

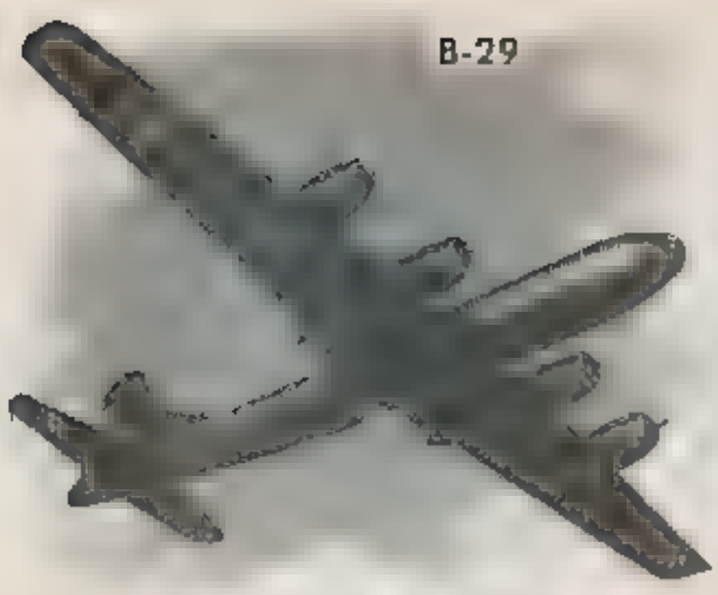
Soon Canadian Pacific will bring you even finer travel luxury . . . in new, deluxe editions of Canadian Pacific's famous trains.

For information about vacations in any part of Canada consult any Canadian Pacific Railway office or your own agent

Canadian Pacific



SPANS THE WORLD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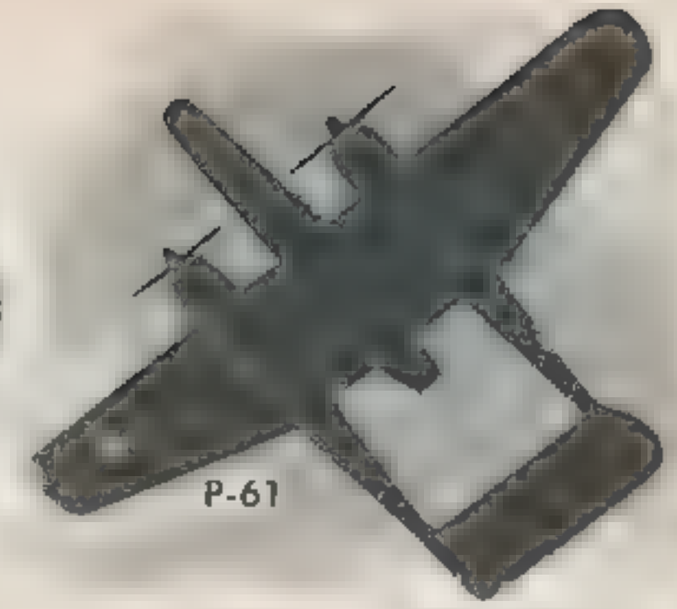
XR-8


P-61

A-26

C-69

WINNERS

Some of these airplanes helped win the war . . . others are keeping the peace, and giving world travelers faster, more economical air transportation. Many more such planes are on the drawing-boards, for America's future air progress. Improved efficiency of operation is accomplished by the use of Chandler-Evans products on these planes.

RYAN FIREBALL

C-97

CONVAIR CLIPPER

PB4Y-2

Mere chance did not install Chandler-Evans equipment on all these headliners. And Chandler-Evans' research, engineering and production will continue in order to provide carburetors and fuel pumps for tomorrow's winners.

CARBURETORS FUEL PUMPS PROTEK-PLUGS

CHANDLER-EVANS CORPORATION

WEST HARTFORD 1, CONNECTICUT, U. S. A.

CECO

Easy does it... Have a Coke

...relax with the pause that refreshes

There's no gloom to broom work when the whole family tackles spring cleaning. Especially when right at hand in the family icebox there's delicious, frosty Coca-Cola. *Have a Coke* just naturally means "Let's take time off and enjoy *the pause that refreshes.*" Whether you're cleaning house or holding open house for friends, Coca-Cola goes with the friendly spirit of good-humored, hospitable family ways.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trademarks which distinguish the product of The Coca-Cola Company.

COPYRIGHT 1948 THE COCA-COLA COMPANY

Everybody's happy...Have a Coke

...*the pause that refreshes brightens the trip*

A familiar custom followed them when they went overseas...*the pause that refreshes* with ice-cold Coca-Cola. *Have a Coke* was a welcome greeting heard at one time or another behind nearly every fighting front. Now they are headed for home. Back to the folks, their friends, the old home town and the gang. Back to their American kind of life...with its happy ways and customs. In far away lands, ice-cold Coke brought them a touch of home, a glow of friendliness. It brought life, sparkle and comradeship to brighten many a drab moment...just as it goes on brightening happy moments at home.

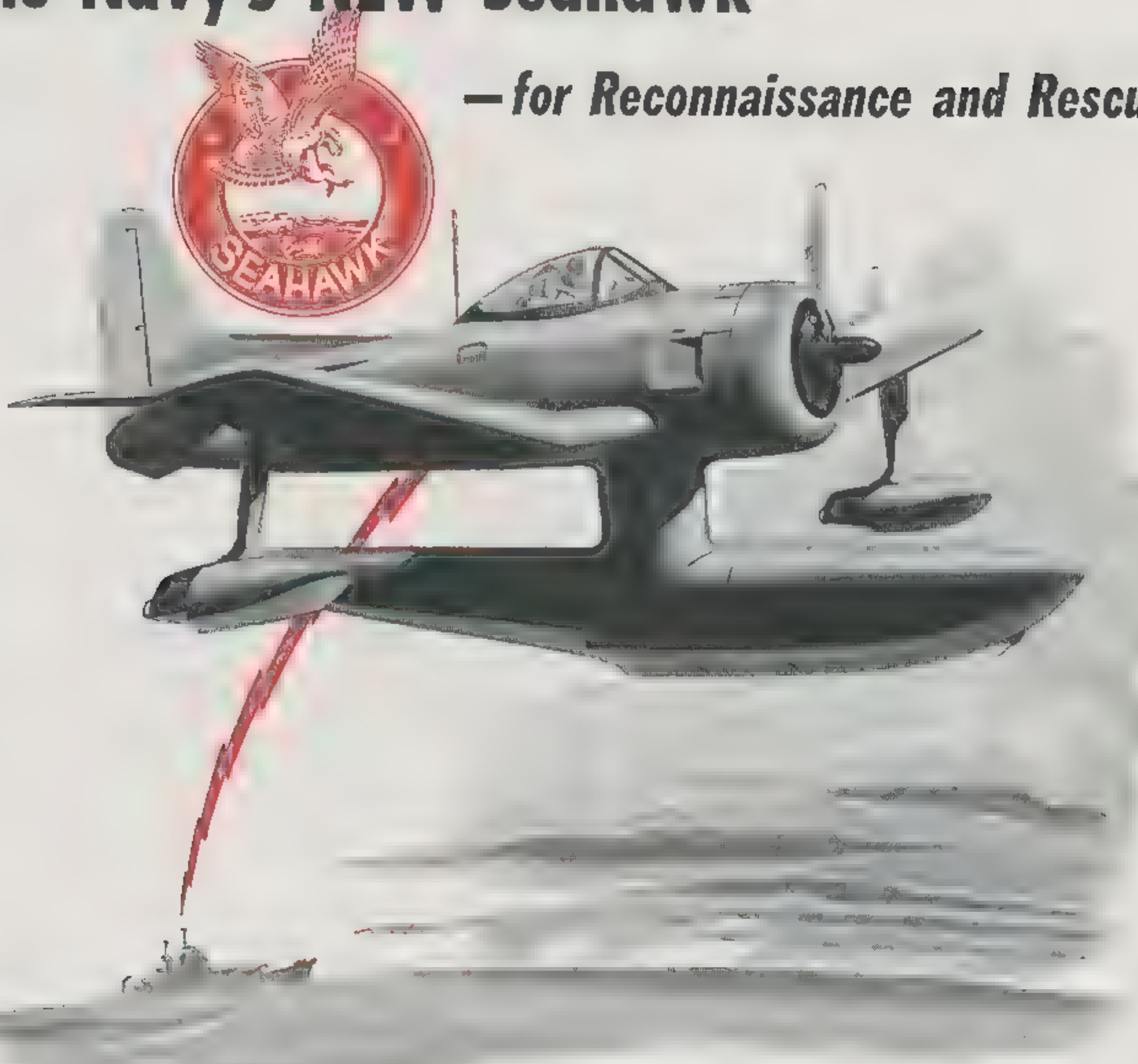
Coke = Coca-Cola

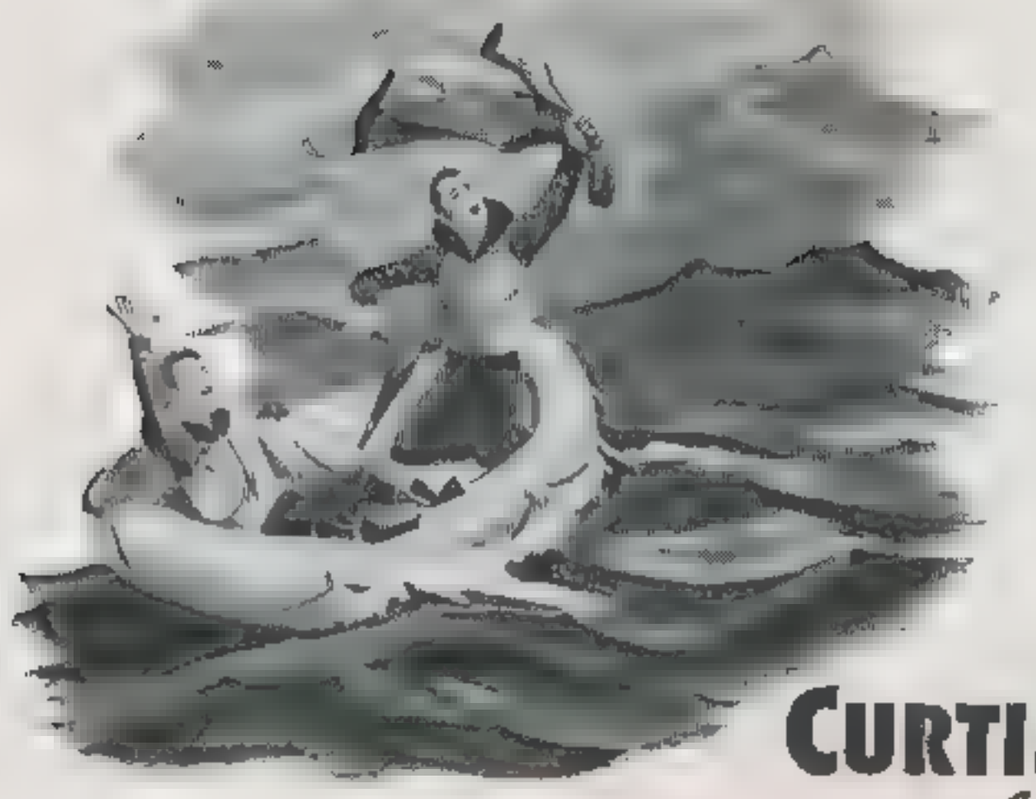
"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.

COPYRIGHT 1945, THE COCA-COLA COMPANY

The Navy's NEW Seahawk

—*for Reconnaissance and Rescue*





Drawing on the wartime Seahawk's extensive service with the Pacific fleet, Navy and Curtiss-Wright engineers have developed the SC-2, a new scout plane of unprecedented range, speed, firepower, and general utility.

More room in the fuselage, with an extra seat aft of the pilot, provides for air-sea rescue work or for reconnaissance photography. Firepower has been increased beyond that of previous types by the installation of rockets under the wing. The new, hydraulically operated cabin enclosure is equipped for quick opening by compressed air in emergencies. A Wright Cyclone engine with two-speed supercharger gives the SC-2 a service ceiling of 28,000 feet, and provides increased range and speed. It is equipped with a Curtiss Electric hollow steel blade propeller.

The Seahawk is now being delivered to the Navy from the Curtiss-Wright, Columbus, Ohio, plant.

FIRST IN FLIGHT

CURTISS WRIGHT

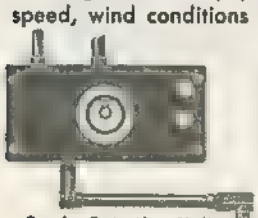
Airplane Division

COLUMBUS, OHIO

Developing Flight to Meet the Future.

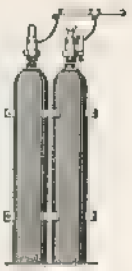
Modern Seaboard Diesel Engines... Protected by Modern C-O-Two

Modern fire protection on high speed diesel locomotives is not only imperative, it's good business. Past experience has shown that should a fire occur in a diesel locomotive, travelling at high speed — it can cause serious damage and high loss to equipment. Due to the high speed, wind conditions are greatly increased, thus the fire spreads quickly, destroying valuable equipment. Adequate protection—quick detection and fast extinguishment of diesel engine fires is a must.



Smoke Detecting Unit

C-O-TWO engineers solved this problem to the satisfaction of the Seaboard Railway. Fires over the engines are detected by a fire alarm system operated by thermostatic control. To quickly extinguish fires in these areas two tanks of fast acting, non-damaging, non-conducting carbon dioxide are provided along with two carbon dioxide hose reel systems. Fires in parts of the engine-trucks, over fuel tanks and battery boxes are detected by the ever-alert C-O-TWO Smoke Detector. For these hazards, C-O-TWO equipment provides pressure for foam and water type extinguishers supplied by our affiliate, Pyrene Manufacturing Company.



Modern fire protection for diesel engines — whether for transportation or stationary jobs is another C-O-TWO development. Write today for full information.

C-O-Two

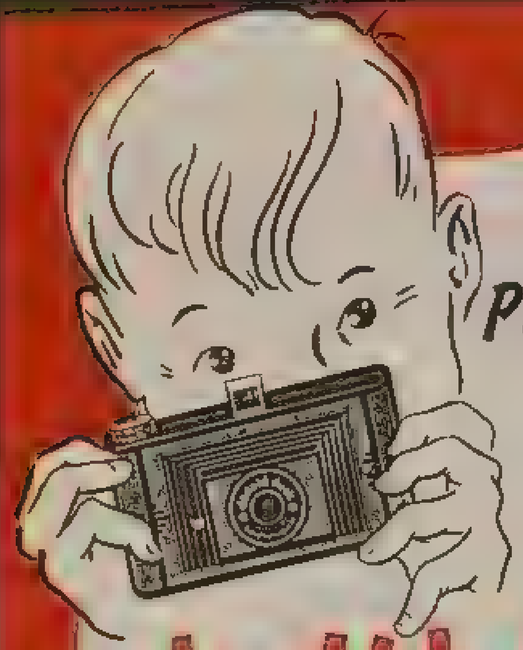
Fire Equipment Company

NEWARK 1 • NEW JERSEY

Sales and Service in the Principal Cities of United States and Canada

AFFILIATED WITH PYRENE MANUFACTURING COMPANY

BOYS — GIRLS



IT'S A REAL PICTURE TAKING CAMERA! (NOT A TOY!)

The Whole Family Will Want to Use It!

donald duck CAMERA

★ EXTRAORDINARY APPEAL Every boy and girl from six to sixteen wants a Donald Duck Camera. The camera that takes top-quality clear pictures. Every grown-up wants a box that real camera because it combines cute Donald Duck appeal with genuine picture taking performance

★ SPECIFICATIONS Of durable fine quality plastic. Optically ground and polished lens. Accurate eye level finder. Simple, instantaneous shutter. Practical bellows to assure sharp, clearly detailed pictures. Loads with standard No. 127 film—gives 8 exposures per load. Takes pictures 1⅝ x 2⅜ in. has an oval cut-out for album mounting large enough for beautiful enlargements. Overall size 3¼ x 4¾ x 2¾ inches. Attractively boxed with complete instructions. UNCONDITIONALLY GUARANTEED FOR ONE YEAR

★ A REAL CAMERA—The Donald Duck is actually made to give results comparable to the finest cameras. It is designed to look just like Donald, requires a model that is operated with ease by the youngest child. Educational and instructive, it's fascinating to children and grown-ups alike. And the proud right to bring in a flood of new sales

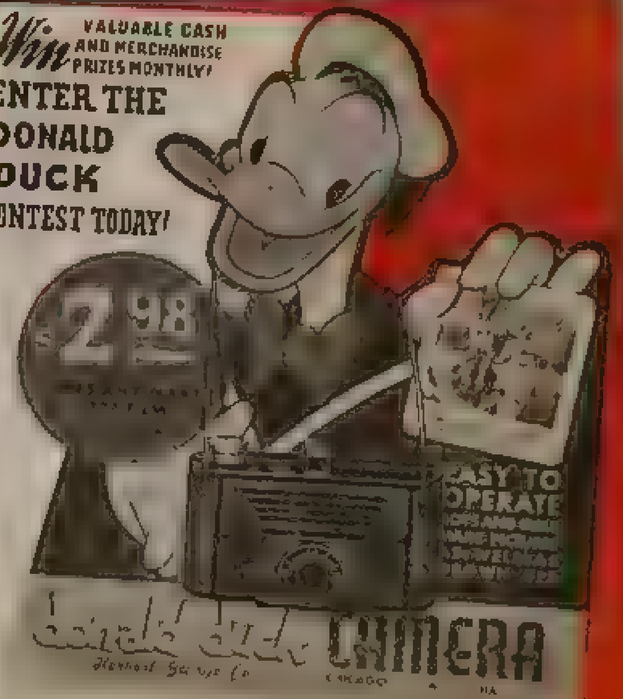
SELLING PRICE
$2.98
INCLUDES EXCISE TAX
STANDARD DISCOUNTS

Herbert George Company, Inc.
2317 N. Orleans Street, Chicago 6, Ill.

AT LAST! A SENSATIONAL DONALD DUCK CAMERA DISPLAY

FREE! Here's a display that really sells for you! An unequalled attention getter for your windows and display counters. Designed to be used with an actual Donald Duck Camera. Furnished FREE, packed one to a dozen Donald Duck Cameras, standard packing —four dozen cameras.

A professional looking camera for young cameramen and camera women. Back is appealingly decorated with authentic Donald Duck design. Cut-out Donald Duck character screens on box give it instant appeal for young and old



Win VALUABLE CASH AND MERCHANDISE PRIZES MONTHLY!
ENTER THE DONALD DUCK CONTEST TODAY!

Announcing

The DONALD DUCK CAMERA CONTESTS

Here's the greatest camera sales promotion yet! Be the first in your city to cash in on this. Starting in September the Herbert George Company is sponsoring a series of monthly contests for the boys and girls of America. Cash and valuable merchandise prizes will be awarded EVERY MONTH for the best pictures taken with Donald Duck Cameras. Entry blanks packed with each Donald Duck Camera. Write now for more details on the basic and easy rules governing the contests. Be sure you have a quota of Donald Duck Cameras in stock. These contests will sweep them right out of the store!

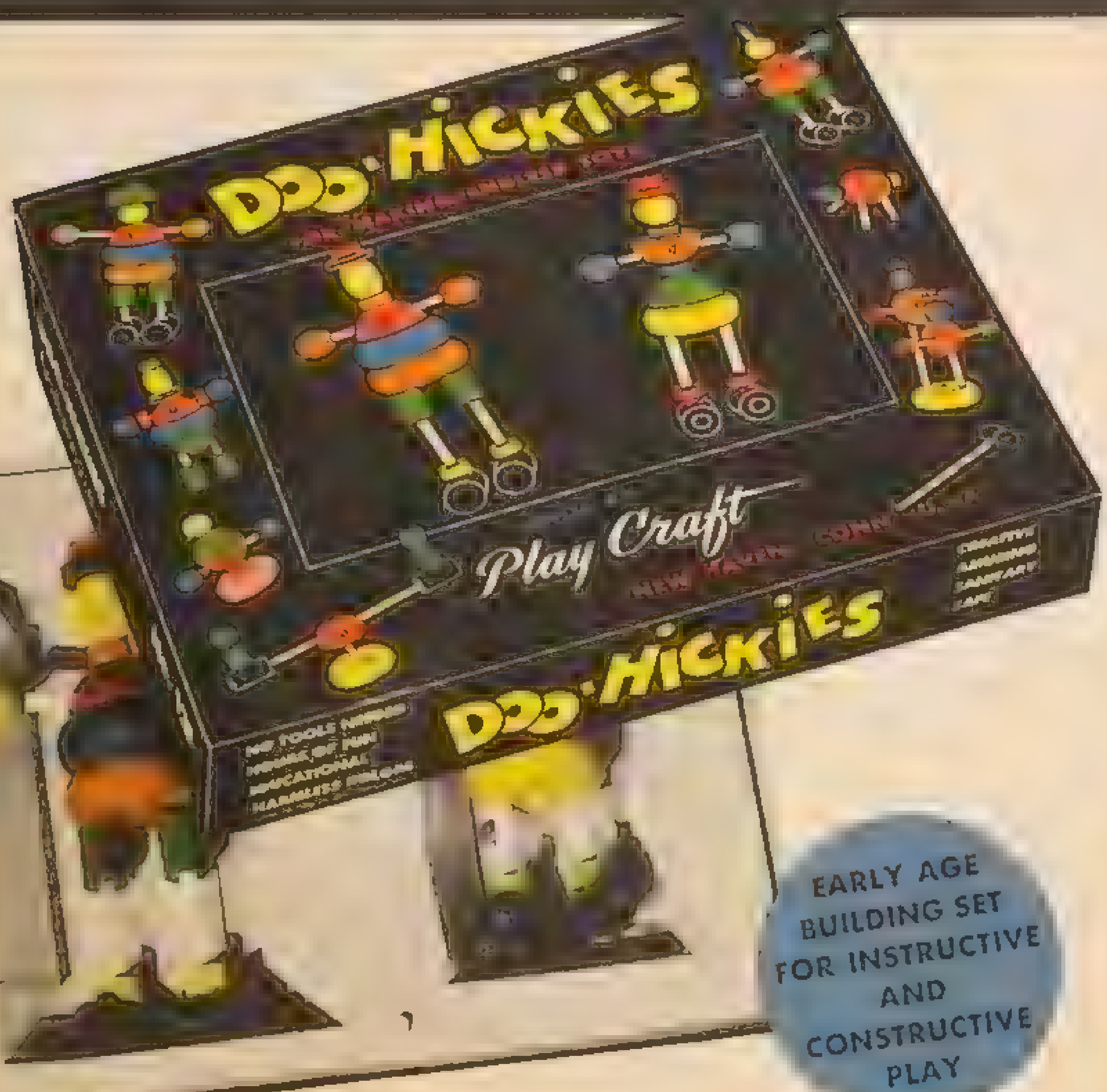
HERBERT GEORGE CO.

OTHER ITEMS MANUFACTURED BY HERBERT GEORGE CO.

6 POWER TELESCOPE

COMPASS

UNBREAKABLE KALEIDOSCOPE



DOO-HICKIES

A plentiful assortment of beads, dowels, cylinders, etc., thirty-seven pieces in all. They fit together easily and are smoothly finished in bright colors. They may be pegged together to make endless combinations and provide both creative and entertaining play.

Instruction folder shows children how to make nearly fifty different playthings. Ingenious youngsters can make many more.

Play Craft

New Haven, Connecticut

NEW YORK OFFICE: LEO STRAUSS, ROOM 442, 200 FIFTH AVENUE

INSTRUCTIVE
AND
AMUSING

New Juvenile
I-Q Puzzle Box

New Idea! New Colors! New Shapes! New Box!

Nineteen odd-shaped wood pieces, beautifully enamelled in brilliant eye-arresting colors, packed in specially made platform type set up box.

Pieces are removed from platform in box and mixed. Child reassembles and replaces in proper holes in box, testing co-ordination of eye, mind and fingers.

Designed for the development of mental and muscular co-ordination in kindergarten youngsters.

Play Craft

New Haven, Connecticut

NEW YORK OFFICE
LEO STRAUSS, ROOM 442, 200 FIFTH AVENUE

Something New has been added to...

THE FAMOUS DRUM BANK

Now in Baby Blue
Now in Baby Pink

(Packed Assorted)

The fastest selling bank in America now has added the baby colors.

This **all metal,** precision made coin bank is beautifully decorated with attractive decals. A perfect gift.

Order by name: **Drum Banks — Baby Colors.**

Build Displays... Watch Them Move!

Still available for prompt shipment are the standard colors, Red & White, Blue & White and all-White. These come decorated with assorted decals.

When ordering, please specify **Drum Banks Regular.**

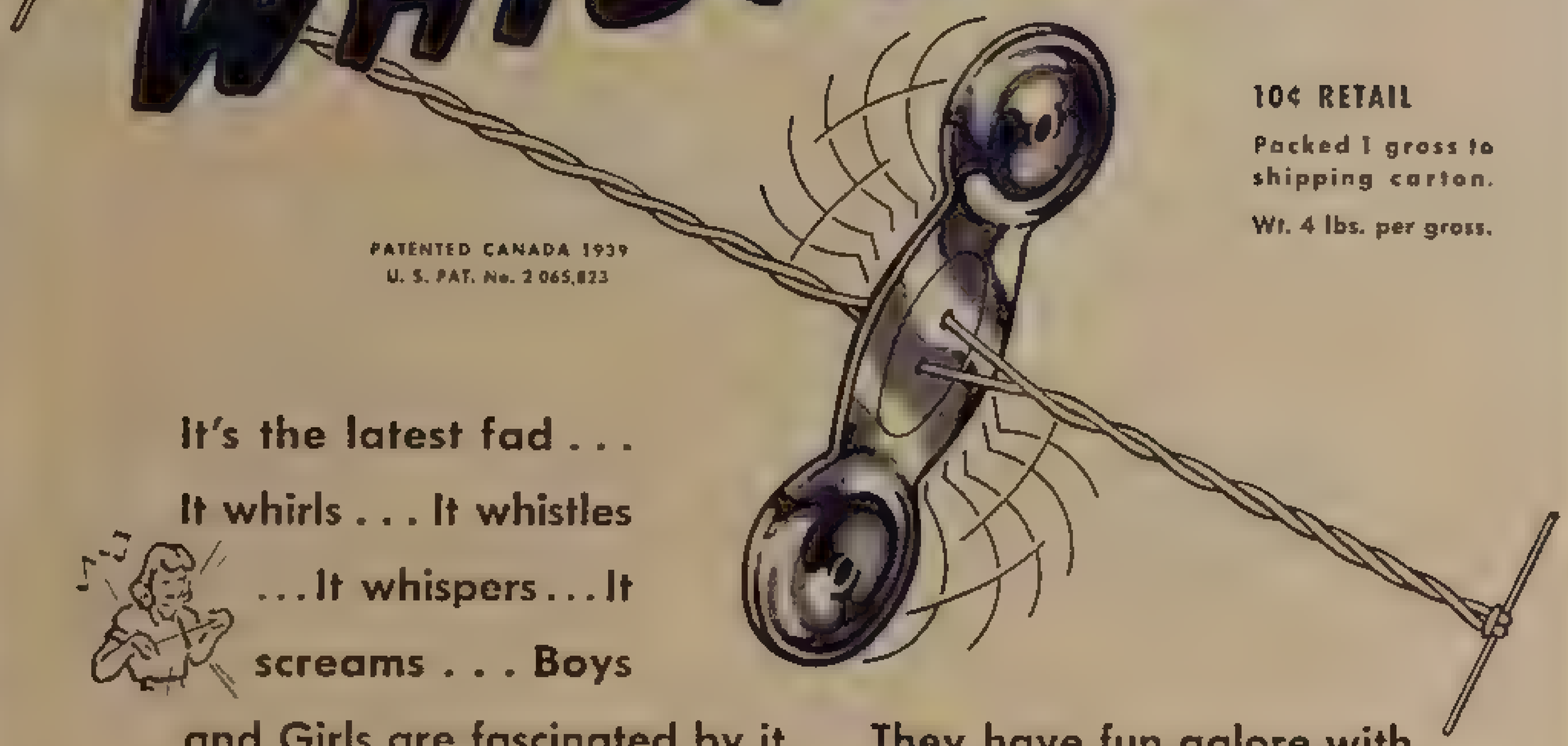
THE BANK THAT SELLS
THE YEAR AROUND

Order Now for Prompt Shipment

HAROLD A. STOLTZ and ASSOCIATES

Empire Building • 1783 East 11th Street • Cleveland 14, Ohio

THE WHIRLING WHISTLER



PATENTED CANADA 1939
U. S. PAT. No. 2 065,823

10¢ RETAIL

Packed 1 gross to shipping carton.

Wt. 4 lbs. per gross.

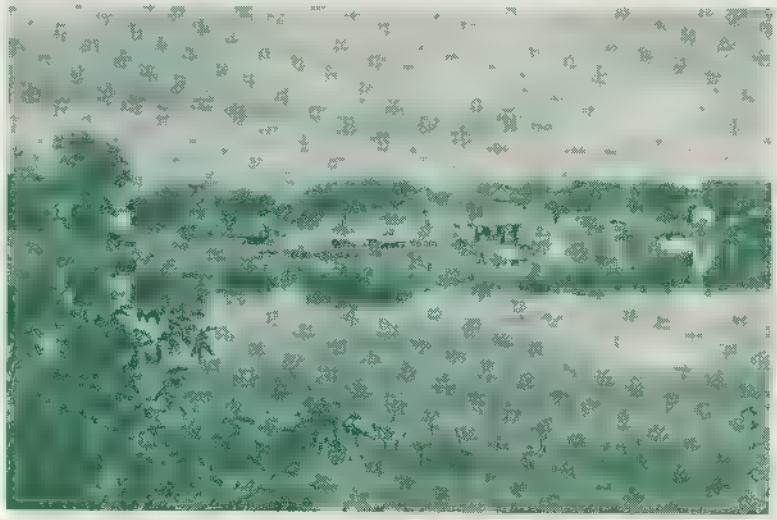
It's the latest fad . . . It whirls . . . It whistles . . . It whispers . . . It screams . . . Boys and Girls are fascinated by it . . . They have fun galore with this inexpensive, harmless toy . . . Here is your opportunity to cash in on the pastime that is sweeping the country. Made of metal with cord and two wire handles.

Packed Individually On a Card

DISPLAY CARD IN EACH CARTON • PROMPT SHIPMENTS

HAROLD A. STOLTZ and ASSOCIATES

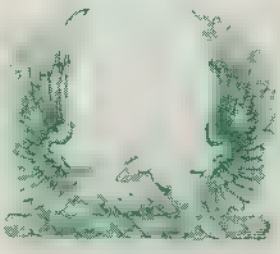
Empire Building • 1783 East 11th Street • Cleveland 14, Ohio



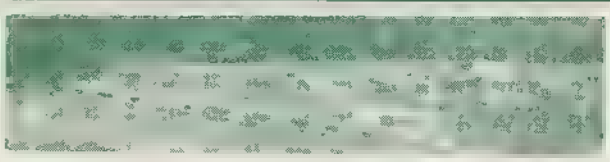
The Damariscotta Newcastle Region

FRESH and SALT WATER FISHING, BATHING, BOATING, CANOEING, GOLF COURSE, SEA FOOD,

Historic Places: Shell Heaps, Churches, Old Houses, Old Forts
Sports Golf, Tennis, Swimming, Riding, Hiking
Boating, Yacht Club, Sailing, Canoeing
Fishing: Deep Sea, Fresh Water
Cottages Hotels Guest Houses Cabins Camps
Excellent Stores, Theaters, Garages, Eating Places
Modern Hospital, Modern Bank, Good Railroad Connections
For further information—write to
Marion Hitchcock, Secretary, Box 297, Damariscotta, Maine



Fine Foods
in
Pleasant
Surroundings
On Route
U. S. No. 1
NEWCASTLE,
MAINE



MOODY'S CABINS and Dining room
WALDOBORO, MAINE

A great welcome is expected in Maine this year. Due to [illegible] we have ample room for all. We are a Moody's Cabins Waldoboro. We have 17 modern equipped cabins for 2 and 3 people, 3 are kitchenette cabins. We are situated on a high hill, one-half mile east of Waldoboro village. A view of [illegible] county is sure to stay in your memory. A shore dinner at Lake for bathing, boating and fishing, boats and kickers for hire. A quiet and restful night or entire vacation is assured.

Write for booklet and rates

P. B. MOODY, Prop. (Open May 20-Nov. 1)

business. Another vacation island off shore is Damariscove, while ten miles out is Gibraltar-like Monhegan, goal of yachtsmen and turning point of yacht race course. A remarkable spruce area in the bowl-like center of the island is one of its unusual features.

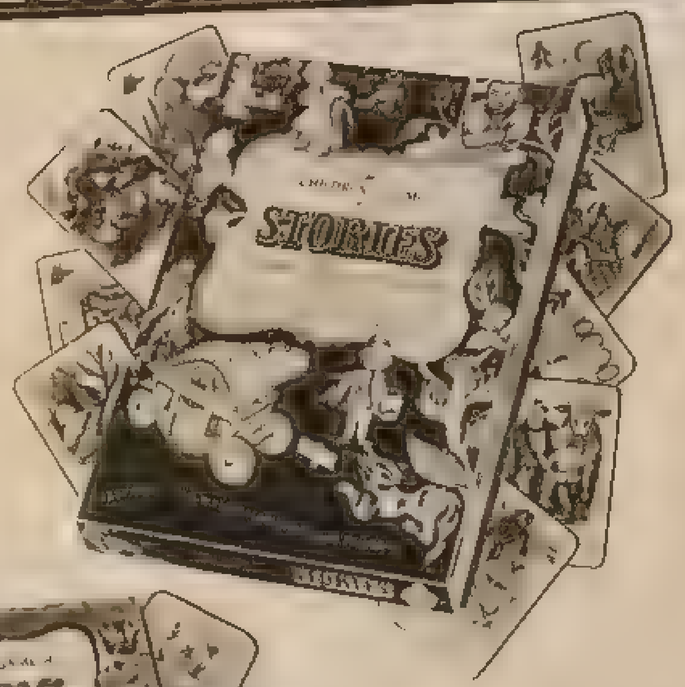
The U. S. Fish Hatchery and Aquarium is located outside of Boothbay Harbor at McKown's Point and is visited annually by thousands of tourists. Propagation and conservation work of the Maine Department of Sea and Shore Fisheries also is carried on at Boothbay Harbor.

Westport is the largest of the islands in Sheepscot Bay on the Sagadahoc County side and this area also is a favorite with boaters and vacationers.

The wide Damariscotta River, one of the most beautiful tidewater rivers in Maine, virtually bisects the county from north to south and leads into big Damariscotta Lake, widely-known for its splendid sporting camps and camps for boys and girls patronized by groups from many states. Served by the towns of Nobleboro and Jefferson, this lake area is one of the most attractive in Maine and is a favorite with residents of the shore areas to the south.

The twin towns of Newcastle and Damariscotta furnish the shopping and banking center of the county. Both are pleasant little villages of many fine homes and unusual historical aspects and both are centers of small boat building. Here also each Spring may be seen the annual run of the alewives, when tens of thousands of

Introducing a . .
EDUCATIONAL CARD



New!

The Game of "STORIES"

A ... ing group ... hidren love ... Gingerbread B... P... n Boo... Rid... Reading Room ... Jack and the Beanstalk ... illustrated and printed in ... on 48 playing card ... mounted on ... embossed playing boards. Can be played by one child or a group. Hand directions for games that can be played with or without boards. The attractively designed 4 color box ... dimensional ... tention ge... Suggested retail price about $1.50 each.

New!

The Game of "PARKS"

When a child thinks of a Park his mind sees ... Animals, Birds, Fish, Flowers ... in this unusual game. 48 of these lovable Park inhabitants are illustrated as they have seldom been before ... in stunning full-color, executed in modern technique, authentically reproduced. Comes with 4 embossed playing boards. Can be played by one or a group of children, with or without boards. Packed in a brilliantly colored eye-stopping box. Suggested retail about $1.50 each.

ED-U-CARDS INC (FORMERLY HANRAN CO.)

. . NEW, Exclusive Line
GAMES FOR KIDDIES!

An Entirely NEW, Dramatic Type of Educational Plaything . . .

Now . . . *for the first time*, you can offer a line of playing cards designed specifically for the educational entertainment of young children. Not only are these new child games absorbing playthings . . . they are also a *new educational device*, popular with parents and educators. Beautiful illustrations, brilliant color and popular subject matter have been combined in a form children love, to give them greater incentive to learn while they play. A promotion or display will prove these games to be one of the hottest repeat items in your educational toy department.

NOTE: We were too late for space at the Toy Fair . . . so, when you're in New York drop in to see these games at our office, 248 West 23rd Street . . . just 2 blocks west of the "200 Fifth Ave. Building"

Now Ready! A New Edition . . .

ABC EDUCATIONAL CARDS

First Edition a Complete Sell-Out!

Over 200,000 decks of the first edition sold in a comparatively short time through only a few sales outlets. We are now able to increase our distribution channels and can ship any quantity. This latest revised edition incorporates suggestions offered by scores of teachers, parents and dealers. It's sure to be a terrific seller!

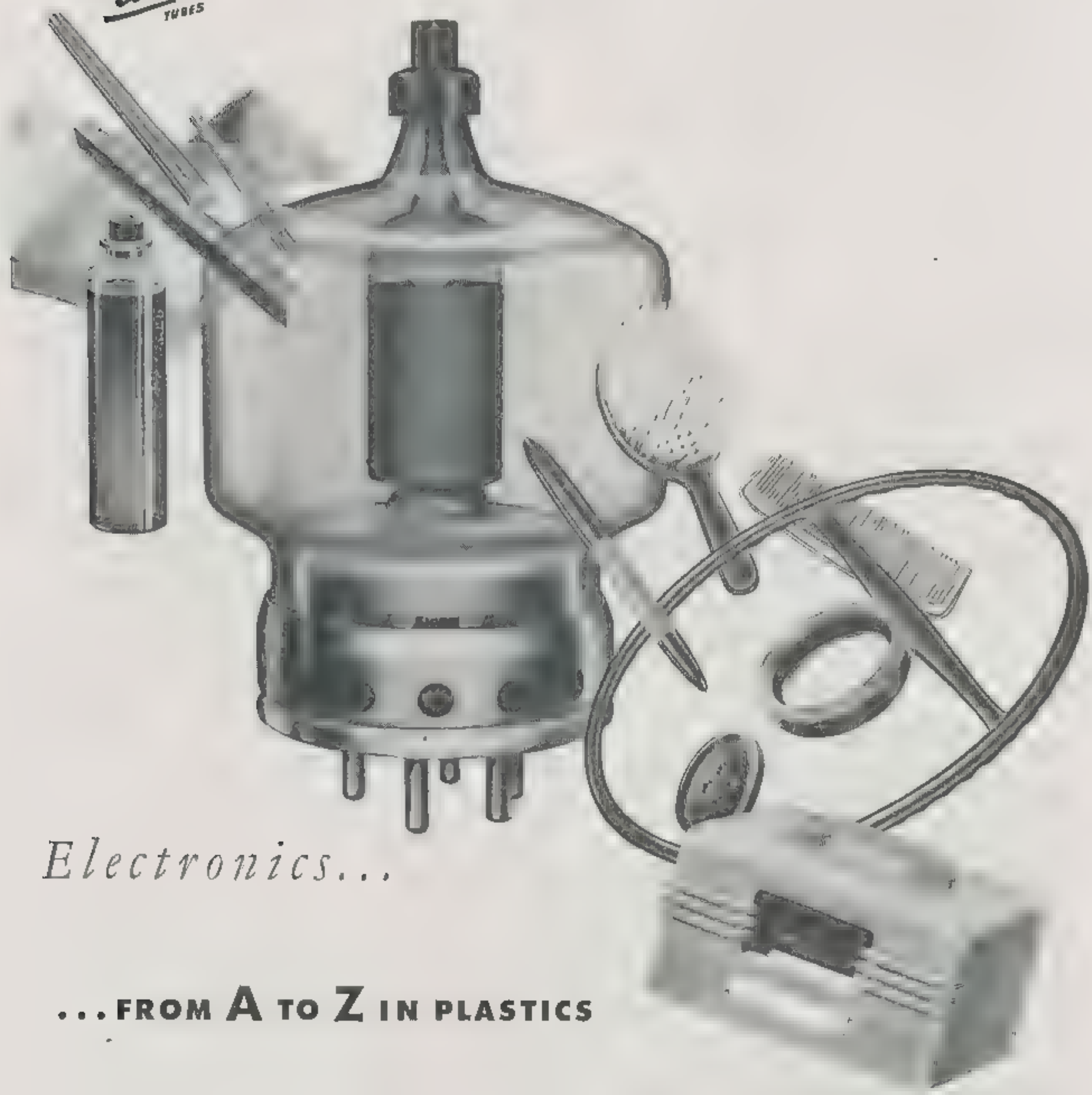
Cards are regular playing card size, printed on both sides with 72 illustrations in 3 colors. 36 cards in a deck. Packed 2 dozen in a 3 color display box. Shipped in 2 gross cartons for jobbers, and in ... and 1 gross cartons to department stores and chains. Regular trade discounts.

A VOLUME PRODUCING 25c RETAILER!

248 WEST 23rd STREET — NEW YORK 11, N. Y.

Eimac TUBES

THE COUNTERSIGN OF DEPENDABILITY IN ANY ELECTRONIC EQUIPMENT



Electronics...

...FROM A TO Z IN PLASTICS

From raw chemical to finished shape—plastics are a product of heat No wonder then that plastics and electronics—the "team-mates of tomorrow"—have already joined forces. Manufacturers of widely divergent products find a common ground of profit through the use of electronic heat. The bargains in electronic heating equipment are those which utilize Eimac electronic vacuum tubes. Why? Because such equipment carries a double guarantee of dependability; one from the equipment maker and the second from Eimac, backed by more than a decade of continuous experience in making electronic vacuum tubes.

EITEL-McCULLOUGH, INC., 1065 San Mateo Ave., San Bruno, Calif

Plants located at San Bruno, Calif. and Salt Lake City, Utah

Export Agents: Frazar and Hansen, 301 Clay St., San Francisco 11, Calif., U. S. A.

GET ELECTRONIC TELESIS—*Don't overlook sending for your copy of Electronic Telesis — a 64-page illustrated booklet covering the Science of Electronics, in layman's language. There is no cost or obligation.*

Outstanding performance and dependability have made Eimac tubes first choice of leading electronic engineers throughout the world

FOLLOW THE LEADERS TO

Eimac REG. U. S. PAT. OFF.

TUBES

Eimac TUBES

THE COUNTERSIGN OF DEPENDABILITY IN ANY ELECTRONIC EQUIPMENT

Electronics...

FOR BETTER

COTTONS, WOOLENS, SYNTHETICS

Induction heating is as modern as the newest synthetic cloth, yet as broad in its applications as the textile industry. Controlled, instantly available in the exact amount needed, electronic heating has taken its place among textile men solely on the competitive advantages it gives their processes.

The heart of this modern force is the electron tube, and the designing and manufacture of tubes has been the sole business of Eimac engineers for more than a decade. Put their experience to work. When you specify Eimac tubes in electronic equipment, you get the benefit of two guarantees . . . one from the manufacturer and another from Eimac.

Outstanding performance and dependability have made Eimac tubes first choice of leading electronic engineers throughout the world

FOLLOW THE LEADERS TO

Eimac REG. U. S. PAT. OFF. TUBES

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Hancock County

It was inevitable in the scheme of things that when the scenic wonderland that is known as the State of Maine was fashioned by nature there would be one region that would stand out above all others in majesty and beauty—one that would come as close as anything else in this world to conveying to the mind and senses of man the perfection and glory of pure Creation.

Capped by the wild grandeur of Mount Desert Island, termed by Henry Van Dyke "the most beautiful island in the world", a far-flung coastal area of islands, bays, beaches and bold headlands reaching from Castine on Penobscot Bay to Schoodic Point on the East for nearly a century has drawn thousands of summer visitors from all parts of the world.

This archipelago of islands, island-sheltered waterways and lake-like bays presents a panarama of waterways and lake-like bays presents a panorama of majestic beauty and infinite scenic variety that defies description. On Mount Desert Island alone eighteen beautiful mountains literally rise out of the sea, with twenty-six lakes and ponds in the valleys between. On all sides evergreen forests stretch to the sea, or to the sheer cliffs where the sometimes wild surf flings ocean spray high into the air. In its center deep Somes Sound forms the only natural fjord on the whole Atlantic Coast.

Twenty-two square miles of Mount Desert and Schoodic Point, across the entrance to Frenchman's Bay, form famous Acadia National Park, the first National Park east of the Mississippi and the only one on the coast. Land and sea, woodland, lake and mountain—all are represented here in remarkable concentration. It has become the home of land and water birds of many species and deer and beaver have become numerous and are often in evidence.

Motor roads of great beauty traverse the park and surrounding areas and connect with Bar Harbor on the north and Seal Harbor and Northeast Harbor, resorts on the southern shore. Rising from the Bar Harbor road, a marvel of highway engineering winds a hard-surfaced road to the summit of Cadillac Mountain (1,528), the highest point on the eastern coast, where a parking overlook commands a breath-taking view of the surrounding ocean, islands and countryside.

Free camping grounds, a nature guide service with varied daily programs, museums such as at Sieur de Monts Spring and at Islesford on Little Cranberry Island, and adequate information facilities are but a few of the many aids to the visitor and tourist. Ourside of the park area, at Bar Harbor and the various villages on the island, such as Seal Harbor, Northeast Harbor, Southwest Harbor, Somesville, Manset, Seawall,

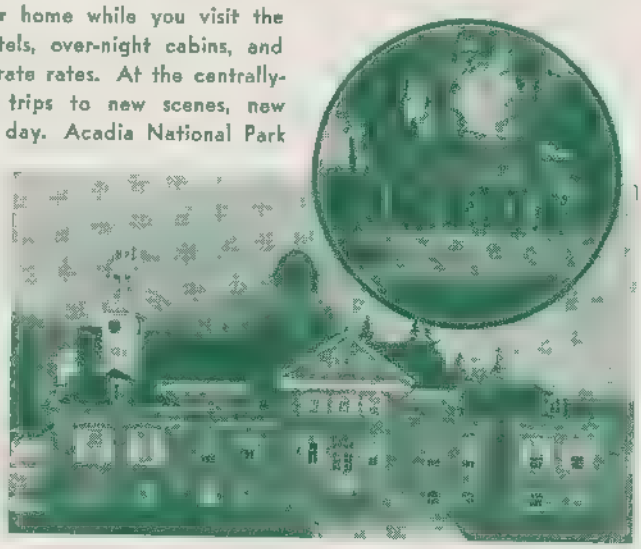
ELLSWORTH
At the Crossroads Down East

Entering Hancock County by either the Bucksport Bridge or by way of Bangor, the roads cross here for the shore route Down East (Route 1) or Bar Harbor (Route 3)

Ellsworth invites you to make this your home while you visit the most beautiful country in Maine. Hotels, over-night cabins, and many delightful tourist homes, at moderate rates. At the centrally-located information bureau, day-time trips to new scenes, new beauties, will be planned for you each day. Acadia National Park and Bar Harbor are less than an hour away. Many lakes provide good fishing.

Ellsworth is the home of the Black House—150-year old mansion with original furnishings, now open as a public museum.

For detailed information, write Ellsworth Chamber of Commerce, Ellsworth, Maine.



The accompanying photos are of the Ellsworth City Hall and Black House.

In writing to advertisers, please mention "Maine Invites You"

All Upset.... looking for new plant location?

THERE'S no need for your office to be turned into a turmoil . . . trying to decide on a new industrial site.

Quickly, and in complete confidence, you can secure all the facts you need on available locations within the prosperous Erie Area.

Within the six Erie Zones of industrial activity and opportunity shown below, are many new plant locations . . . some that may exactly answer your important requirements.

For, here is a region that provides in abundance most needed raw materials, fuel and power . where more consumers live, work and prosper. Then, too, when you locate on the Erie you are assured dependable transportation for your raw materials and finished products.

Simply let the Erie Industrial Development Department know your needs to make your new plant a successful operation.

Before you make a decision on your new plant site, send an outline of your requirements to George F. Weston, Industrial Commissioner, Erie Railroad, Midland Building, Cleveland 15, Ohio.

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★ THE ERIE AREA WHERE OVER 40% OF AMERICA'S ELECTRIC POWER IS PRODUCED ★

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Why Chase Rainbows?

...Find your new plant this *easier way*

YOU can save the time and trouble spent on chasing down leads on plant sites that *look* promising, but so often *prove* disappointing. Here's how

You know *your* requirements . . . you know the relative importance to your business of such factors as availability of power, fuel, water supplies, raw materials, skilled labor, dependable transportation and proximity to prosperous consumer markets.

Within the six zones of industrial activity and opportunity shown below are many locations that will give you these advantages. *Anywhere* in this area you are assured of dependable Erie transportation for your raw materials and finished products. So, let the Erie furnish you with *all* the facts, in confidence, to help you make a wise decision

Send an outline of your requirements to George F. Weston, Industrial Commissioner, Erie Railroad, Midland Building, Cleveland 15, Ohio.

Erie Railroad

Serving the Heart of Industrial America

• THE ERIE AREA WHERE OVER 34% OF AMERICA'S POPULATION LIVES •

Detailed map and description of the six zones of industrial opportunity within the Erie Area are yours for the asking.

why Prospect

...for a new plant location?

IF YOU'RE seeking a location for your new plant or warehouse, tell us what you need. We'll give you complete information about sites on the Erie Railroad that meet your requirements. Quick and *confidential*, of course

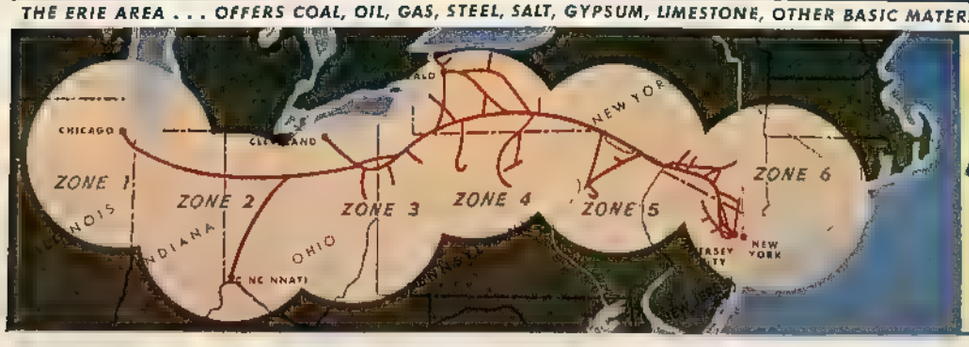
You waste no time or money "prospecting". Most important, you greatly increase your chances of finding *exactly* the location you need.

By locating on the Erie Railroad, the advantages of the Erie Area are opened up to you . . . great and prosperous markets; abundant materials for most types of industries; power for every purpose; skilled labor; unexcelled transportation for your raw materials and finished products.

For specific data on the many desirable sites available . . . for facts on power costs; availability of labor; local regulations and taxes; and any other information, write A. B. Johnson, Vice President, Erie Railroad, Midland Building, Cleveland 15, Ohio.

Erie Railroad

THE ERIE AREA . . . OFFERS COAL, OIL, GAS, STEEL, SALT, GYPSUM, LIMESTONE, OTHER BASIC MATERIALS



Detailed map and description of the six zones of industrial opportunity within the Erie Area are yours for the asking.

NO 2 IN THE SERIES FEATURING SOME OF THE 500 ESSO AVIATION DEALERS THROUGHOUT 25 STATES.

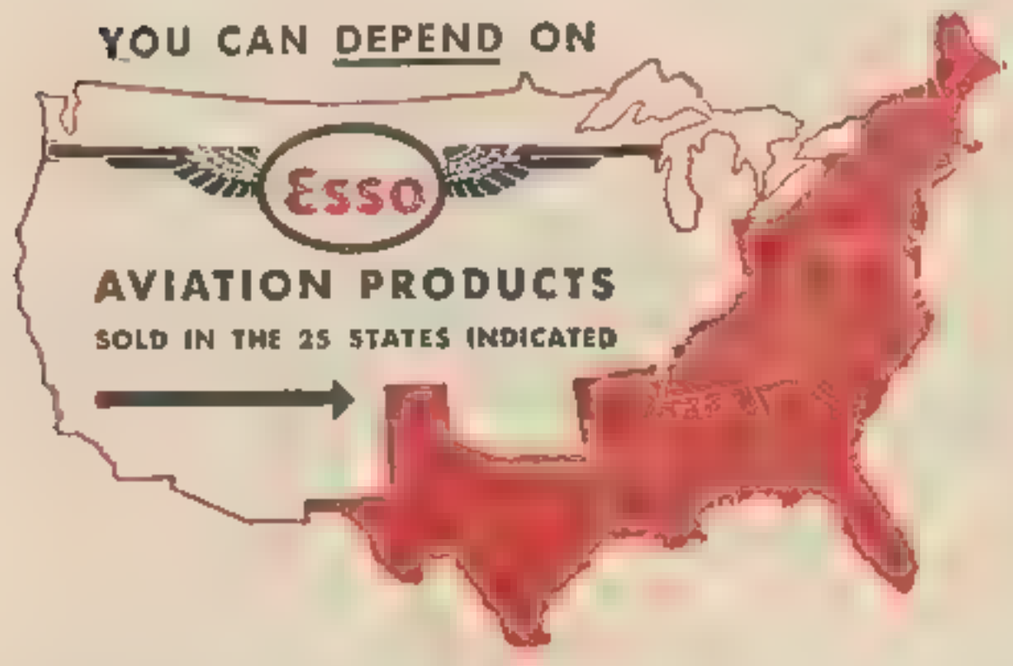
Joseph Garside is President of E. W. Wiggins Airways, Inc., which operates Metropolitan Airport, Norwood; Logan International Airport, Boston; and Barnes Airport, Westfield; all in Massachusetts. When he was only 14, Mr Garside first soloed—and he has been flying planes and operating airports ever since. Today he is Regional President of the National Aviation Trades Association. Here is what he says about the company which supplies his airports with petroleum products . . .

"One reason for the growth of Wiggins Airways in the past sixteen years has been our ability to pick winners. One of the outstanding winners we picked was Esso Marketers.

"You can't bluff your way through in the aviation business, and Esso has never tried. The men in Esso's Aviation Department are aviation men from way back. They know flying and the needs of the flyers and the aircraft service operators. They know the service and the products they've got to furnish to keep airplane pilots coming back for more, and they've given us those things in good times and bad. Furthermore, Esso has been exceptionally prompt and liberal in furnishing advertising aids and such items as lubrication charts, computers and windsocks.

"These Esso men have their hearts in it, too, as well as their money. Wherever you find aviation needing a boost, you'll find an Esso man giving it the best he has, regardless of time or temperature.

"We appreciate those things, and so do the people who fly with us. We know that those men are going to make it their personal responsibility to see that we continue to get high quality fuel and lubricants under the Esso name."

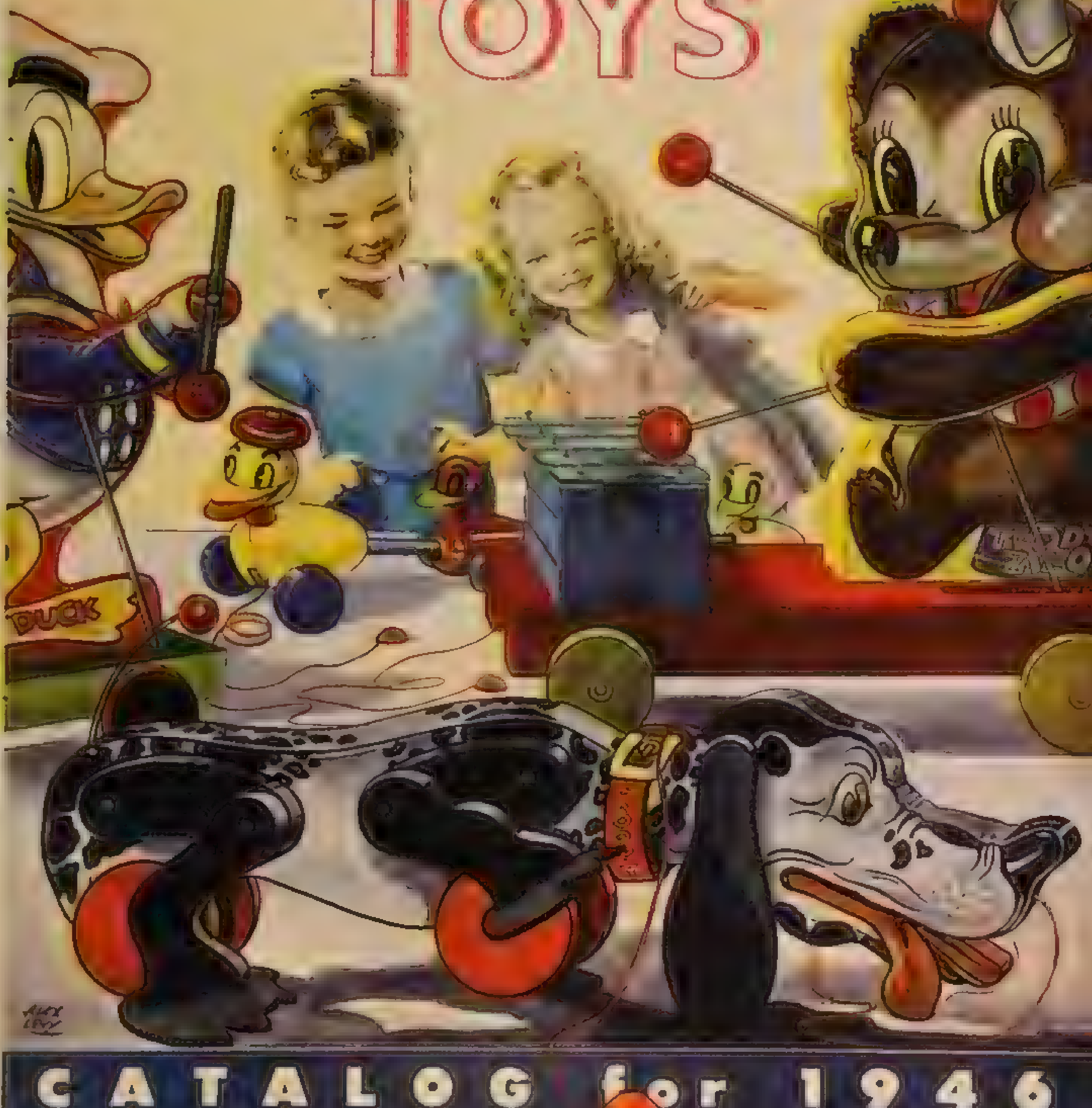


MR. AIRCRAFT OWNER: Esso Aviation Products are on sale at the following airports in New England. Tear off this list and keep it for ready reference!

VERMONT: Burlington Municipal; Barre-Montpelier—**MASSACHUSETTS:** Adams, Barnes Airport, Westfield, Springfield; Gardner; Brookfield; Tyngsboro; Bolton, Mendon, Lawrence Municipal; Haverhill; Plum Island Airport, Newburyport; Logan International Airport, Boston; Canton Airport, Norwood; Seekonk, Myricks—**RHODE ISLAND:** Greene Airport **NEW HAMPSHIRE:** Gorham Flying Field, Littleton; North Haverhill; Lancaster; Plymouth; Laconia; Newport Municipal, Hopkins-Dillant Airport, Keene, Lakes Region Airport, Wolfeboro, Hinsdale, Hampton **CONNECTICUT:** Canaan; Brainard Field, Hartford, Bristol Waterbury, Meriden, Monroe; New Haven, Bethany; Waterford, Plainfield **MAINE:** Millinocket; Eastport, Old Town; Doanes, Brewer, Dexter, Pittsfield; Belfast, Waterville, Benton, Tomlinson Field, Skowhegan; Augusta State; Pittston; Turner, Maheux, W. Minot; Guertin Airport, Lewiston; Naples Airport; W. Buxton; Portland Airport; Portland Aviation Country Club, South Portland.

FISHER-PRICE

TOYS



CATALOG for 1946

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at the TOY FAIR or ANY TIME

Permanent Sales Office

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New York, N. Y.

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FISHER-PRICE TOYS, INC.

EAST AURORA, ERIE COUNTY, N. Y.

Entirely New

PATENT PENDING

OUTSTANDING
MOST VALUE!
100
RETAIL

CONSTRUCTION TOY IDEA MAKES TOYS! MAKES BLOCKS!

Here is a radically different, soundly engineered educational toy, priced for real volume sales! All the color, flash and play value of toys costing many times the price.

Youngsters easily and quickly form an endless variety of toys and blocks with the ingeniously designed pieces that interlock on *four* sides. Made of specially processed board strong enough to support a man's weight—decorated in three colors—washable.

Packed in eye-arresting 4-color display box, 4 dozen to carton, approximate wt. 50 lbs.

Make Form-a-Toy your fall and holiday feature promotion. Write or wire today.

Sales Representative: LAWRENCE R. SCHMIDT & CO., Room 538,
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EDMUND MFG. CO. INC.

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SELF LOADING
Plastic
WATER GUN
THE GUN FOR FUN
REALISTIC DESIGN

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DANCIN' DAN

A tremendous all year round seller

Vibrate paddle

Watch him dance and jitterbug

Manufacturer's Agents and Salesmen Wanted.

HIEB MFG. & EQUIP. CO., INC.
1220½ Grand Avenue
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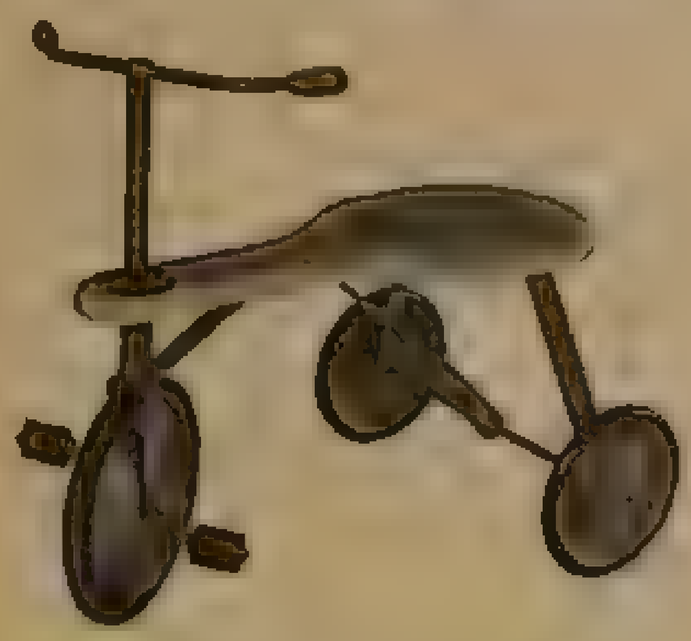
Quality Toys in
Gay California Colors



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Write today for full details!

WADE PRODUCTS CO., INC.
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Manufacturers of
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SOON—THE RETURN OF OUR
SUPERB RUBBER TOYS!
BARR
WATCH FOR ANNOUNCEMENTS
TO THE TRADE
THE BARR RUBBER PRODUCTS CO.

Have you heard about Stratosfied Flying?

Stratosfied flying promises new, perfect comfort for air travel. It does this by eliminating what might give some passengers discomfort

Through the simple and compact Stratos Cabin Conditioning System, passengers and crews in Stratosfied planes feel no abrupt changes in atmospheric pressure, no sudden temperature drops or rises.

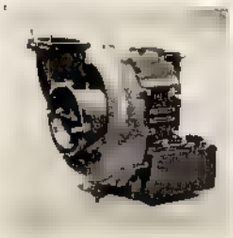
No such abrupt changes can ever occur inside a Stratosfied plane's cabin.

Pressure is automatically controlled for comfort at any altitude.

Temperature is automatically regulated for restful, satisfying flights.

The Stratos System very gradually and silently shifts pressures and temperatures. The air *outside* your cabin may be thinned out to popping levels. It may be shivering cold It may be oppressively hot. Yet, inside the cabin, you're relaxing comfortably, just as though you were sitting in your own perfectly air-conditioned office.

Skilled thermodynamic and aeronautical engineers of the Stratos Corporation, a Fairchild affiliate, are working closely with airplane manufacturers in the development of Stratosfied passenger transports . . . another example of Fairchild's "touch of tomorrow in the planes of today."



The Stratos Cabin Supercharger

THE STRATOS SYSTEM
for Transports and Cargo Planes

Equipment and controls for a 40-passenger airliner add less than 200 pounds and take up no passenger or cargo space.
Operation is entirely automatic. Ideal cabin pressure and temperature are maintained without attention. Servicing is simple.
Many flight schedules may be reduced in time since the STRATOSFIED cabin permits more rapid climbs and descents.

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FAIRCHILD ENGINE AND AIRPLANE CORPORATION
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

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Fairchild Personal Planes Division, Winfield, Kansas • Subsidiary: All-Fir Corporation, Jamaica, L. I., N. Y. • Affiliates: Stratos Corporation, Babylon, L. I., N. Y.

this is FLORIDA

FIND OUT WHAT THE SUNSHINE STATE HAS FOR YOU

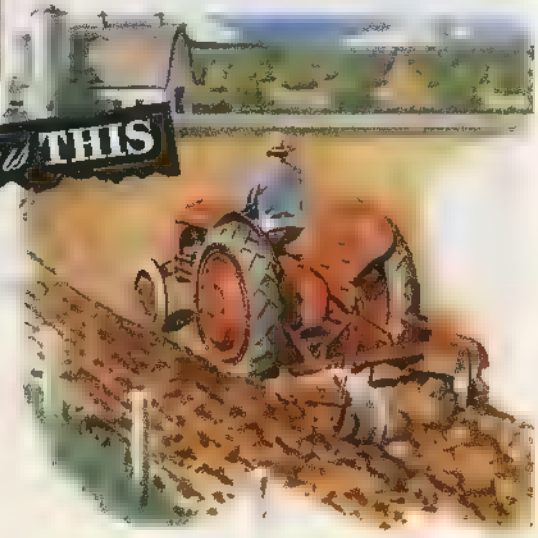
Yes, this is Florida — broad beaches bordered by blue waters of ocean and gulf . . . quiet lakes framed in moss-veiled cypress trees . . . a tarpon, flashing silver in the sun, the thrilling strike of a large-mouth bass . . . your golf ball streaking down smooth fairways . . . white sails etched against a pine and palm-fringed shore. Florida is a glamourous playground where, beneath a friendly sun, sports and recreation are year-'round pleasures. Florida is a place where your youngster — happy, sun-tanned, healthy—can play on a clean, safe beach . . . and where a couple can spend their sunset years in leisurely, comfortable contentment.

Florida is *this* also—a garden spot which each year provides millions of boxes of fresh citrus and other healthful fruits, thousands of carloads of canned juices and crates of vegetables, and great quantities of sugar, tobacco and other agricultural products. And besides helping to keep America well-fed, Florida provides flowers and bulbs to beautify vast numbers of homes and gardens.

The happy combination of sun, soil and temperate seasons which contributes to the growth of superior and varied products, continues to invite modern agriculturists.

So, when you come to Florida for fun — see if your future is here, too!

and so is THIS



FLORIDA

THE SUNSHINE STATE

State of Florida
501 Commission Building
Tallahassee, Florida

MAIL THIS COUPON TODAY!

Please send me free illustrated booklet "This Is Florida—And So Is This!" I am especially interested in: (check)

☐ Florida for vacations, summer or winter
☐ Florida for agriculture ☐ Florida for industry

Name.....

Street and No.....

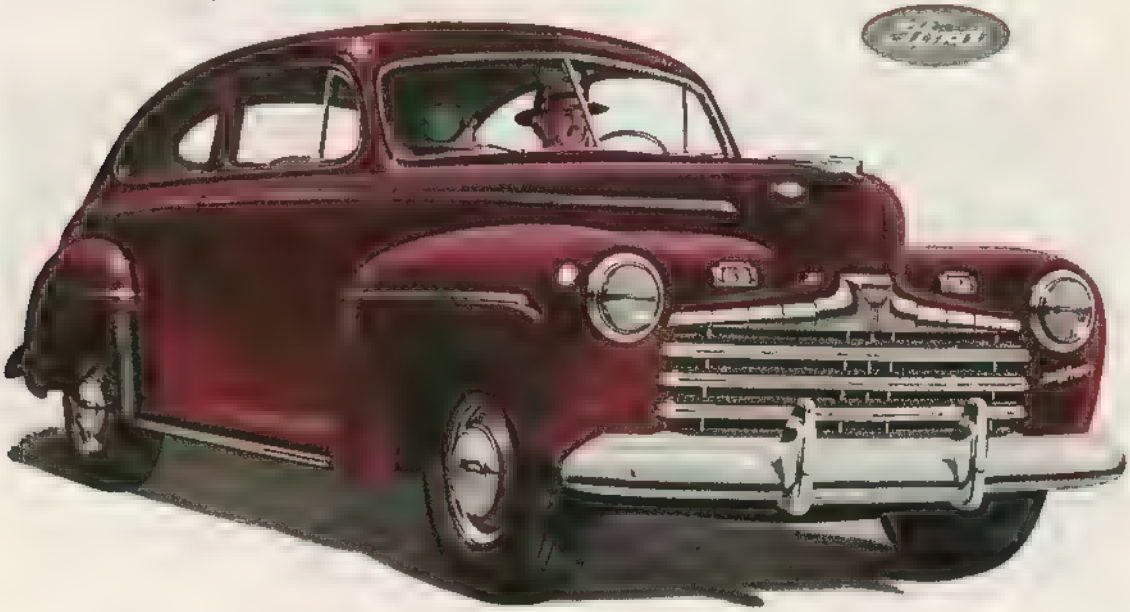
City..... State.....

And its styling will stay smart!

Fresh, eager, youthful—the new 1946 Ford is the smartest Ford ever built. From bright, massive grille to colorful, two-tone interiors—it's every inch a beauty . . . Advanced in style—and in comfort, performance and economy, too. Here's a car with new multi-leaf springing for a smooth, level ride. A car with new hydraulic brakes—extra-large and self-centering—for quick, smooth, quiet stops. And here's a car with new stepped-up power—plus new over-all economy. Two great engines to choose from: the V-8, now increased from 90 to 100 horsepower—the 90 horsepower Six . . . See this smart new 1946 Ford at your dealer's now.

FORD MOTOR COMPANY

Tune in . . . THE FORD SHOW . . . CBS, Tuesdays, 10-10:30 P. M., E. S. T. THE FORD SUNDAY EVENING HOUR . . . ABC, Sundays, 8-9 P. M., E. S. T.



There's a Ford in your future!

When a smart, thrifty, sturdy new Ford Truck pulls up at the curb or loading dock, there's evidence of more than just routine delivery or pickup. Look at it this way: The owner of that truck has made a wise investment in transportation. *He means business!* He's equipped to provide fast and reliable hauling *at low cost.* To that extent, he is able to serve his customers well.

For more than a quarter-century, Ford Trucks have been trusted allies of business of all kinds, large and small—from farming to heavy freight-hauling. New Ford Trucks, now rolling into service by ever-increasing thousands everywhere, are the best in Ford history. They bring you new engineering advancements—advantages designed to provide still more economy, reliability and endurance.

If *your* business *means business* and needs new trucks, see your Ford Dealer. Get your order in!

For YOUR job... ANY job!

1. Your choice of 51 different chassis, engine and standard body combinations—the right truck for virtually every hauling job!

2. Your choice of two great engines—

The famous 100 H.P. V-8

The thrifty 90 H.P. Six

3. Famous Ford low-cost operation and maintenance—*plus* Ford reliability—engineered into every unit!

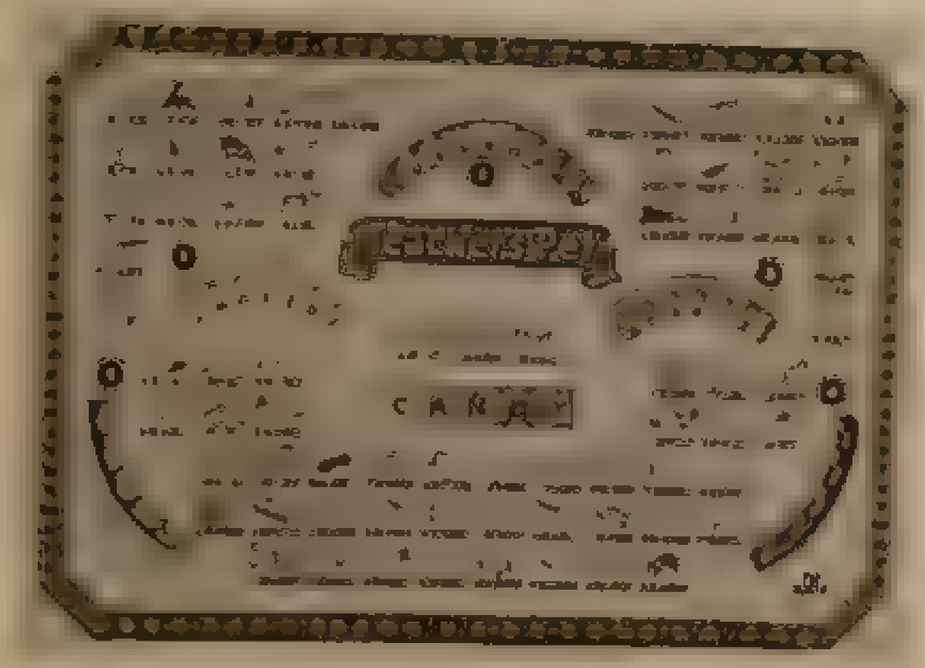
Ford

FORD TRUCKS

MORE FORD TRUCKS ON THE ROAD • ON MORE JOBS • FOR MORE GOOD REASONS

BUYERS at the TOY FAIR called it

"Greatest Spelling Game we ever saw!"



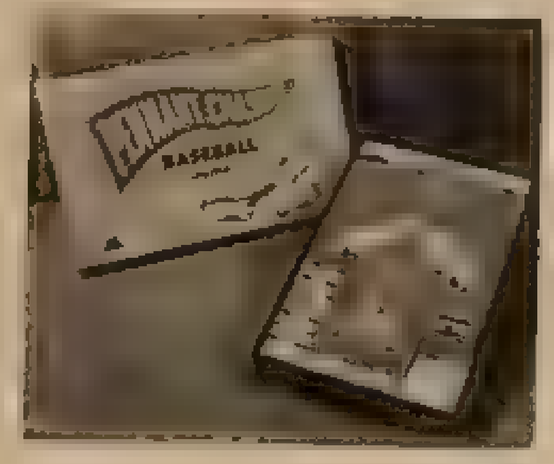
TEACHER'S PET

It clicked! Buyers liked the big, colorful board—a real eye-catcher. They praised its special features . . . the so-easy-to-read, smooth turning dials . . . the fine illustrations . . . and the fact that TEACHER'S PET spells out any five letter word or less in the entire English language including proper names. The price? Just $1.50. Now being shipped.

and named this *"The Finest Baseball Game"*

PENNANT CHASERS

They raved over it. What particularly appealed was the workmanlike construction of the free-spinning, hidden, revolving wheel which instantly shows the result of each play . . . right at home plate. The fact that there are no loose parts to get lost went over big. And the price made a hit, too . . . only $1.25 including base runners and score pads for 50 games.



CH

Craig-Hopkins hits that are proving fast moving re-order numbers include WATERMELON PATCH, THAT'S MINE, ALI BABA AND THE FORTY THIEVES, JO-KER-JO and BUMP.

General Offices
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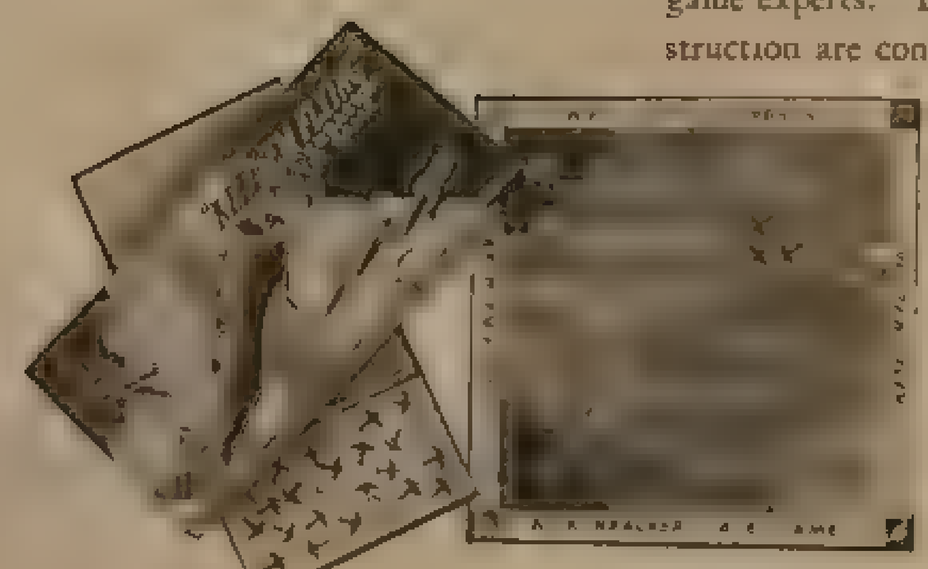
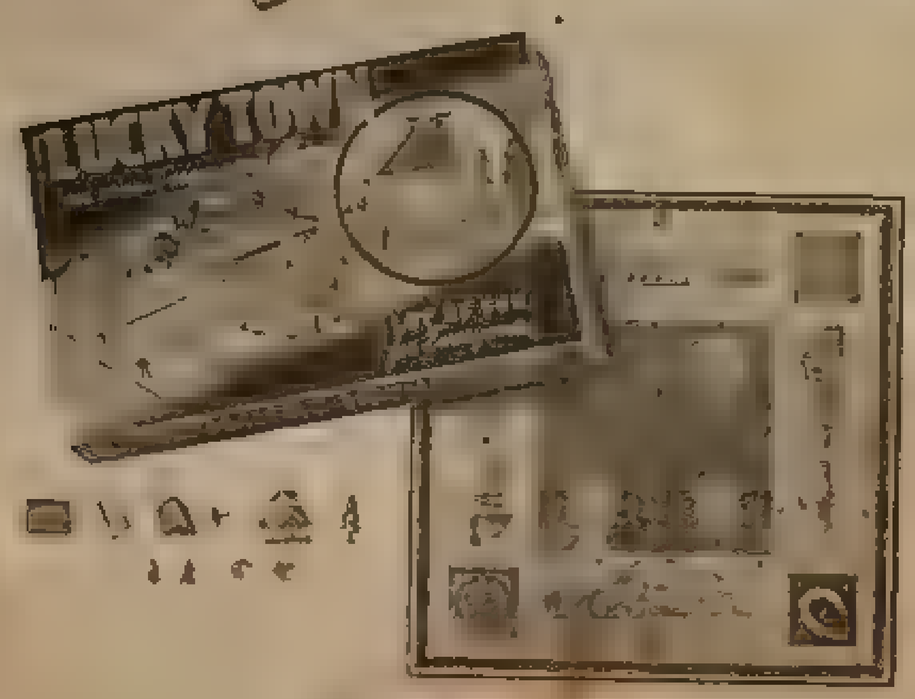
CRAIG-HOPKINS & CO.

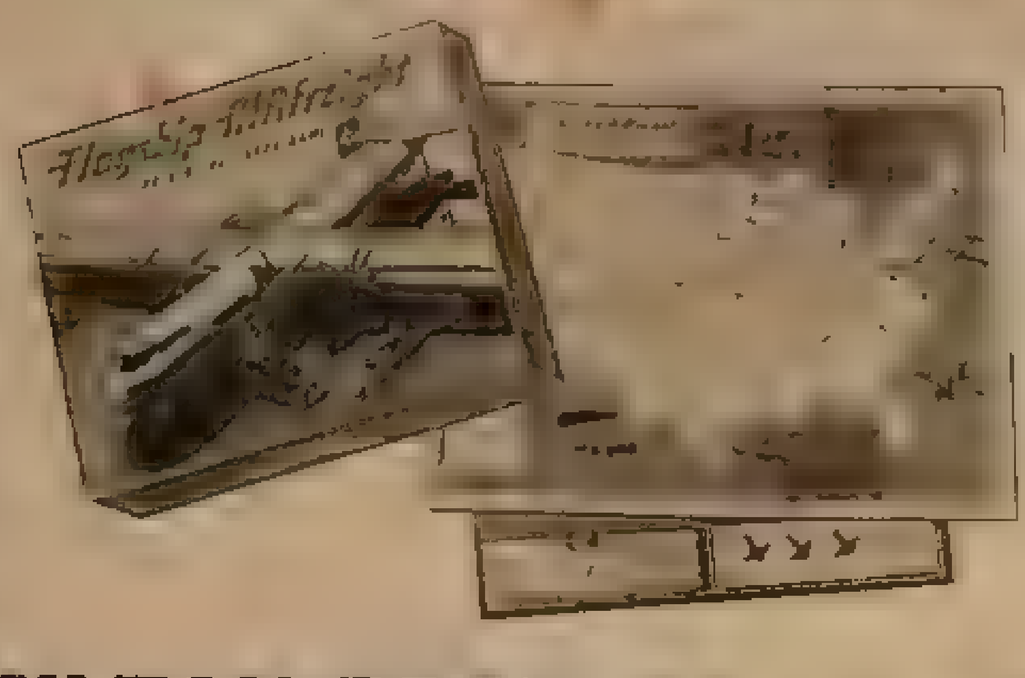
Makers of the Best Games and Pastimes

THREE NEW PROFIT-PULLERS
see *these Milton Bradley Games*
at the TOY FAIR

Again, Milton Bradley steps out in front with three sure winners designed for fast turnover and volume profit, by the country's leading game experts. The colorful boxes, eye-catching designs and sturdy construction are convincing evidence of Milton Bradley quality leadership







See them at the Toy Fair . . . place your orders promptly for early delivery. Never before has Milton Bradley shown a better line or a more complete line, with new games and old games for all ages and all tastes

The Rickenbacker Ace Game . . .
KEEP 'EM FLYING

The big, colorful box with a beautiful airplane picture and the popular wartime slogan will catch every eye and help to produce steady profits for you. Miniature planes fly in formation on a colorful air-scape. Two to four players will find it as fascinating as Chinese Checkers

Build a Happy Home with . . .
LUCKY TOWN

Lucky profits in your town will result when you stock this sensational new game. Nothing like it . . . gaily colored, miniature wooden houses are bought piece by piece from various dealers and assembled as play progresses. Something brand new for the children and for adult parties.

The Airline Cargo Game . . .
FLAGSHIP AIR FREIGHT

Designed in co-operation with American Airlines, Flagship combines the appeal of a great new Milton Bradley Game with a great new American industry — to pull double profits for you. Strong in educational value, the board is a beautifully designed U.S. Map accurately ruled to show true distances between cities

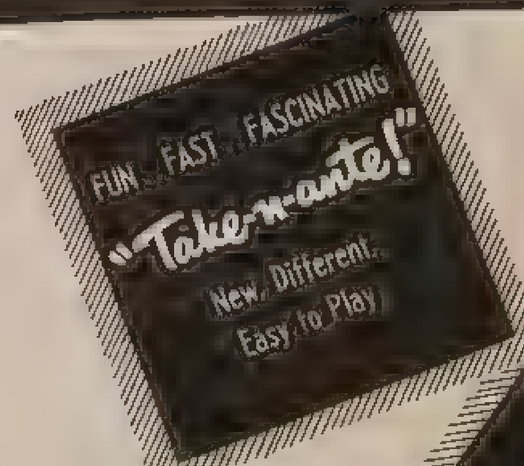
MILTON BRADLEY CO.

SPRINGFIELD 2, MASS.

200 Fifth Ave., New York 10 — 811 So. Wabash, Chicago 5

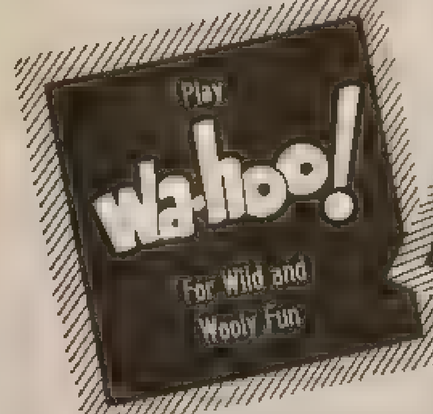
Since 1860 — Makers of the World's Best Games

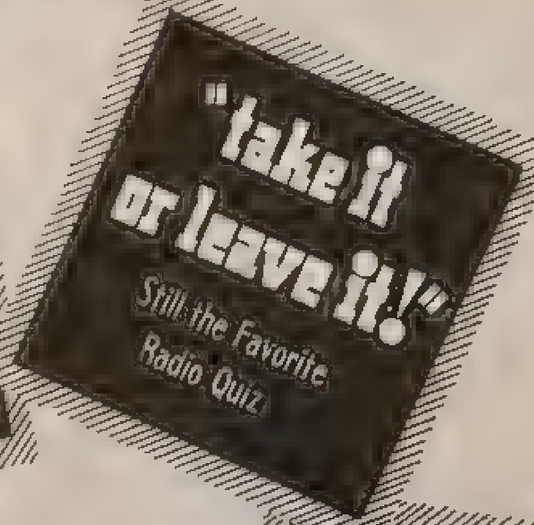
IT'S A DATE...
WE'LL BE SEEING YOU...
ROOM 307 · FIFTH AVE. BLDG.
NEW YORK

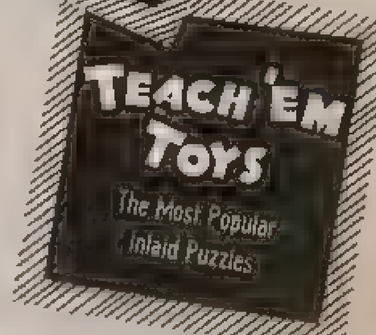


TAKE 'N' ANTE. Here we have the fastest, easiest card game of the year. Get your chips down on this one, and cash in.

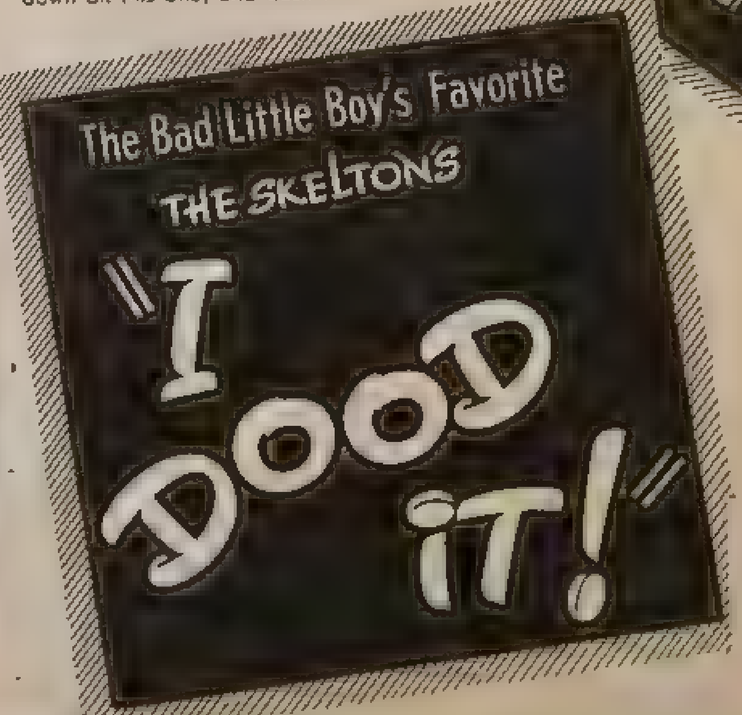
ZONDINE TURKEY SHOOT is complete with the famous patented repeating rubber band pistol, ammunition and the cleverest reloading target. Here is a new one that is really different.







"WAHOO, TAKE OR LEAVE IT, and "TEACH EM TOYS" have been the biggest selling games of their type for the past three years. They have represented ZONDINE'S answer to the many requests for quality and novelty appeal. Better conditions now pave the way for more and better toys and games. You can depend on ZONDINE to bring them to you.



AND NOW . . . the craziest, funniest game of them all is The Skelton's "I DOOD IT" . . . it makes the older folks kids again and makes the kids go wild . . . carries RADIO ADVERTISING and will positively be the hottest thing in the toy world for 1946!

ZONDINE GAME CO.
1132 No. La Brea, Hollywood 36, Calif.

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Jones-Vyse, 417 N. Akard Street, Dallas, Texas
Hugh D. Kenney, 1423 Merchandise Mart, Chicago, Illinois
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BIG SHOT *and* ICE HOCKEY

MAY 1st DELIVERY

G130

Size
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Playing Parts
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Packing
Weight
Dimensions of Shipping Carton

G200

Size
Construction
Accessories
Packing
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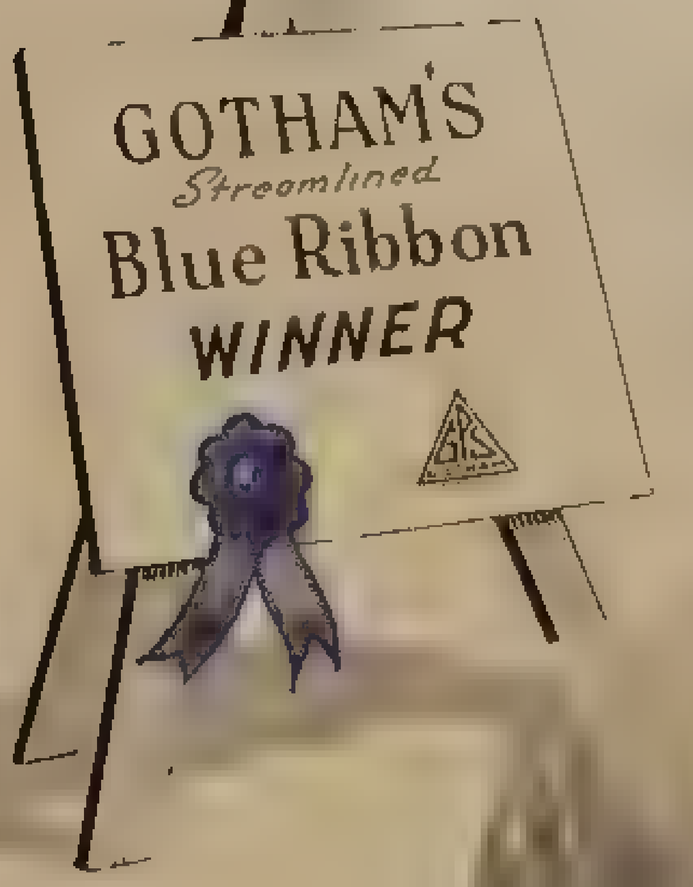
TEL. MELROSE 8-3655-6-7

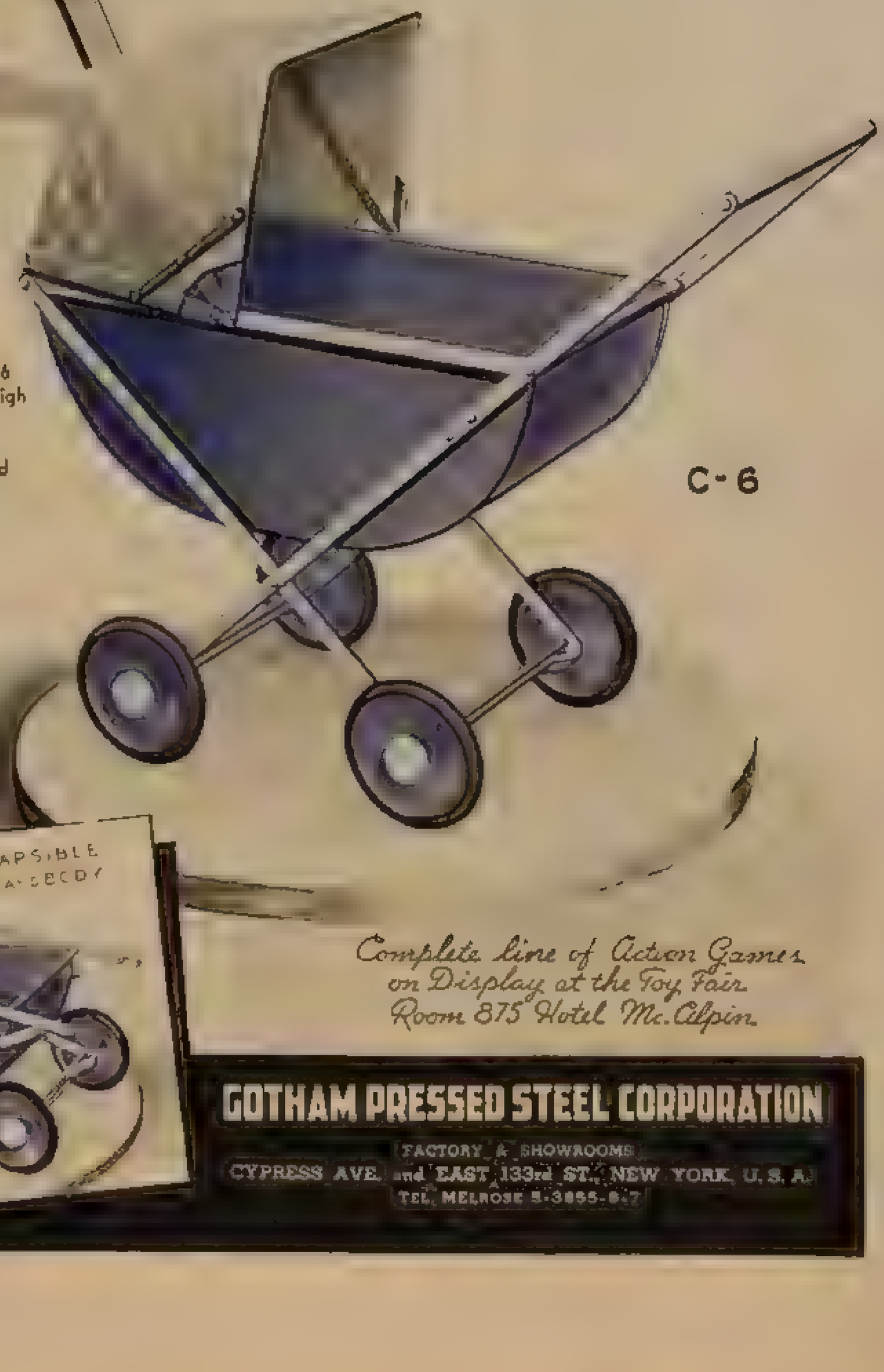
GOTHAM'S

All Metal

COLLAPSIBLE

DOLL CARRIAGE





DELIVERY ABOUT MAY 1, 1946
Body size 18" long, 9" wide, 7" high
Finished in two-tone blue
5" Rubber-tired Wheels
Simulated leather Collapsible Hood
Packed 2 to a carton
Weight approximately 20 lbs.

C-6

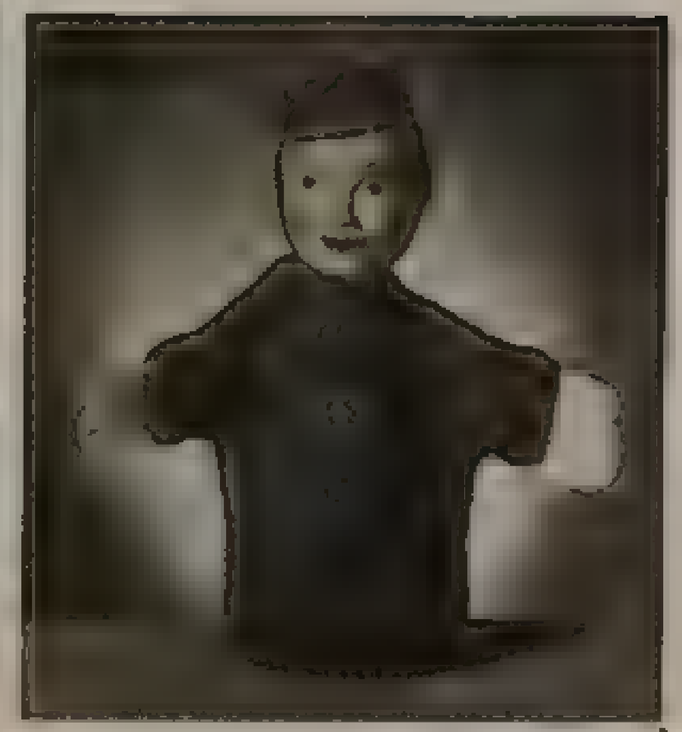
Complete line of Action Games
on Display at the Toy Fair
Room 875 Hotel McAlpin

GOTHAM PRESSED STEEL CORPORATION

FACTORY & SHOWROOMS
CYPRESS AVE. and EAST 133rd ST., NEW YORK, U.S.A.
TEL. MELROSE 5-3855-8-7

#106

#106C



#100B

All In Favor—Say "AYE" Unanimously Carried! And Why Not?

These Grand Little Character

GLOVE DOLLS

Are Favorites With Everyone. Few Toys Have More Universal Appeal,
And They Sell Freely Throughout The Entire Year.

And in Addition to Our Regular Line of COMPOSITION DOLLS
We Are Proud to Present an Outstanding Line of
BABY DOLLS

"Ardsley" *Just about the Finest in Quality*

TOY FAIR DISPLAY ROOM 860 HOTEL McALPIN

I. B. WOLFSET & COMPANY

Office and Showroom
27 EAST 22nd STREET
NEW YORK, N. Y.

#101

#105P

#100M

Ships to be proud of . . .

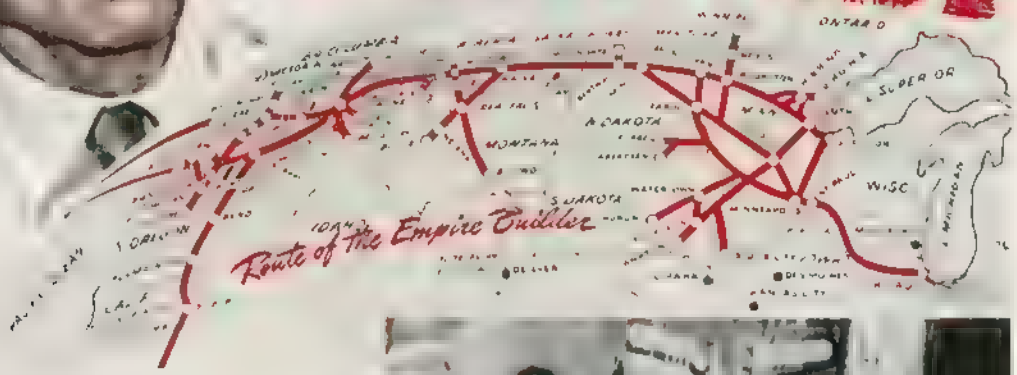
GRACE LINE's new fleet of 20 modern "SANTA" ships brings to our Merchant Marine the last word in utility. They reflect the ingenuity of America's designers, the skill of America's builders and the experience and high standards of America's operators. Featuring the completely renovated and modernized SANTA ROSA and SANTA PAULA, this new fleet will link the Americas with swift, efficient and economical service for travelers and shippers alike.

GRACE
LINE
Swift modern service between Atlantic, Gulf and Pacific ports and ports on the Pacific coast of South America, Central America and Mexico, as well as between New York, Venezuela, Netherlands West Indies and Colombia.

See your Travel Agent or *GRACE LINE*, 10 Hanover Square or Rockefeller Center, New York; Pittsburgh; Washington, D.C., New Orleans; Houston; Chicago, Detroit, San Francisco; Los Angeles; Portland, Ore.; Seattle; Vancouver, B.C.

GREAT NORTHERN RAILWAY

...an "old hand" in PACIFIC TRADE



● Resumption of commerce between the United States and the Philippine Islands is hailed by Great Northern Railway, an experienced "old hand" in Pacific trade.

The Philippines were this nation's fifth best customer before the war. In return the United States took the largest share of the Islands' products.

Great Northern then was and now is a dependable transportation link in that important trade.

Months before V-J Day, Great Northern established a Foreign Department which provides counsel by highly competent advisers on export and import shipping.

Behind the department is the railway's "old hand" experience in Pacific trade, and tradition of dependable service to the ports of the Pacific Northwest and California.

Consult H. G. DOW, Vice President, Foreign Department, 233 Broadway, New York 7, N. Y., P. H. BURNHAM, Freight Traffic Manager, 175 East 4th Street, St. Paul 1, Minn., W. R. DALE, Foreign Freight Agent, 4th Avenue and Union Street, Seattle 1, Wash., or Great Northern freight traffic representatives in more than 50 cities in the United States and Canada.

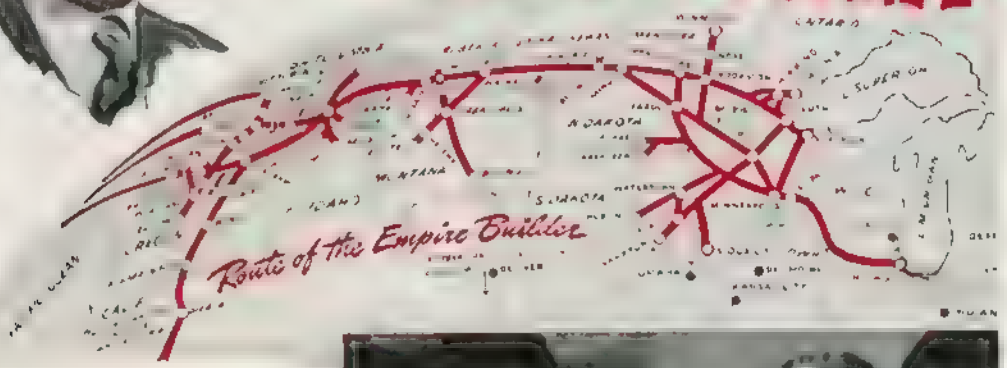
Modern machinery in a rope factory in Manila. Further modernization of Philippine industry will produce more goods for export to the United States. Many of them will be carried to markets by Great Northern's dependable service.

GREAT NORTHERN RAILWAY

Between Great Lakes, Pacific Northwest and California Ports

GREAT NORTHERN RAILWAY

...the "open door" to MODERN CHINA



Something big and important is happening in China ... the awakening to new ideas of China's 450 million people.

There's new thinking, with new ambitions and new wants, all over China, according to Great Northern Railway's Foreign Department.

Following through on things the Chinese learned during the war, they are determined to create new wealth out of China's abundant raw materials.

China's agriculture will step ahead as fast as America can provide the latest implements and machines. So will her other industries.

Before long, old records will be broken in the new trade between China and the United States, and much of it will be expedited by Great Northern Railway—an "old hand" in Pacific trade.

Consult H. G. DOW, Vice President, Foreign Department, 233 Broadway, New York 7, N.Y., P. H. BURNHAM, Freight Traffic Manager, 175 East 4th Street, St. Paul 1, Minn., W. R. DALE, Foreign Freight Agent, 4th Avenue and Union Street, Seattle 1, Wash., or G. N. freight traffic representatives in more than 50 cities in the United States and Canada.

Whether learning how to fight with modern weapons or how to run a high speed American-made machine, the Chinese are apt, enthusiastic pupils.

GREAT NORTHERN RAILWAY

Between Great Lakes, Pacific Northwest and California Ports

Scenes like this are typical of the Lincoln Highway and Pike's Peak Highway

ONLY BY HIGHWAY

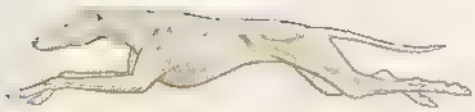
you meet the real America!

There's just one way to know and enjoy the magnificent Country in which you live. That's to see it close up, face to face, within hand-clasp range of its friendly and interesting people—in the very shadow of its trees and mountains—along its lively and pleasant residential streets.

That way is the *Highway.* Which is the same as saying, "By Greyhound"—because Greyhound alone serves nearly all the famous-name National Highways of the U. S. A. and Canada, plus thousands of miles of other equally interesting highroads that reach to every corner of This Amazing America.

Greyhound's cost-per-mile is amazingly low—there's relaxation as a skilled, safe operator handles the wheel—there are no parking or storage bothers—you can sit back and fully enjoy the passing scene. The millions who go by Greyhound get an *extra* bonus of scenic travel—the experience of meeting the real America close up . . . for these are pleasures you'll find *Only by Highway.*

GREYHOUND



Stepping Out Party for
MELODY DOLLS
heading for "High Sales" Society

24 Glamour-Gowned min'ature dolls . heart-throbs all. The gayest 'Buy Me dolls you've ever seen.

They're New . . . Fresh . . . Cute . . .

. . full 7" tip to toe

. . gorgeous silky hair wigs

. luxuriously, fully dressed

● "What a sales flirtat'ous line!!!" That's what you'll say when you see the all New 100% complete Melody Doll line 24 Lovely Little Lady Dolls . . . each with a different, tantalizing, "I want you" provoking look in their eyes.

● Discriminatingly made to sell on sight. See them and you'll agree they're headed for "high sales" society. Buy them. Try them and you'll know they're the NEW sales hit of the doll trade

TOY BUYERS . . . Stock this fast-selling 100% complete personality line of m'niature dolls for your doll-collector and doll-loving trade. "Sell on Sight" Melody Dolls come individually and attractively boxed

For Full Information, Write, Wire or Phone House of Dolls

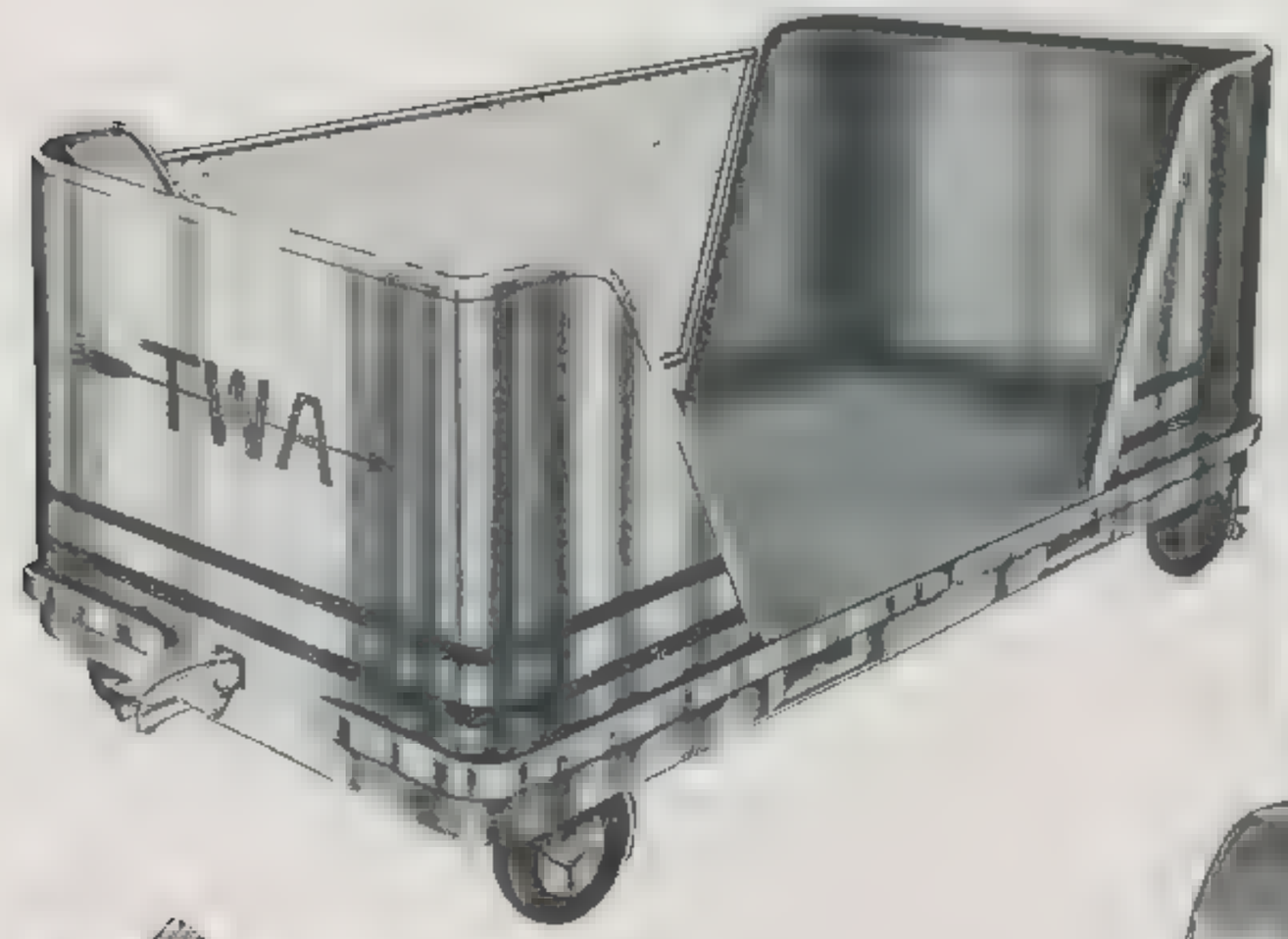
Be sure to see our display at the
AMERICAN TOY FAIR
Room 334, Hotel Bresl'n
New York City
MARCH 11th through 23rd

The House of Dolls

328 W. VAN BUREN STREET CHICAGO 7, ILLINOIS

Check this Equipment...

Now Available!



BAGGAGE CART

Universal Type

Specifications: 3' x 6', highly polished aluminum finish, plywood-lined for extra strength. Both sides are demountable, made of expanded metal. Designed for use with fork-lift trucks. Has retractable couplers fore and aft. Zero pressure tires. Bassick foot operated truck locks and manual brakes are standard equipment. Chrome bumper for protection. Capacity, 1200 lbs.

VARI-STAND

For Passenger Loading and Unloading.
(DC-4, DC-6, Martin 202 and Constellation.)

Specifications: Base—all steel. Hydraulic Lift with self-locking safety feature—has pawl and ratchet at any height. Fenders—Aluminum highly polished. Hand Rails—2" aluminum tubing. Treads and Risers—Goodrich AVTRIM skid-proof—choice of 5 colors. Truck Locks—Bassick F-400—manually operated. Tires—Zero pressure or pneumatic, optional. Special: Steps always level regardless of stand angle.

Adaptable for many maintenance purposes.
(Engineered & Manufactured *only* by HAMMOND)

WRITE FOR THE "PACIFIC PLAN"—Prices quoted on request

EQUIPMENT ENGINEERS

Facilities include complete plant equipment and personnel for the fabricating of light and heavy metal units in nearly all production fields. Hammond invites blueprints of your product or special handling equipment and will furnish quotations for volume productions.

HAMMOND MANUFACTURING CORPORATION

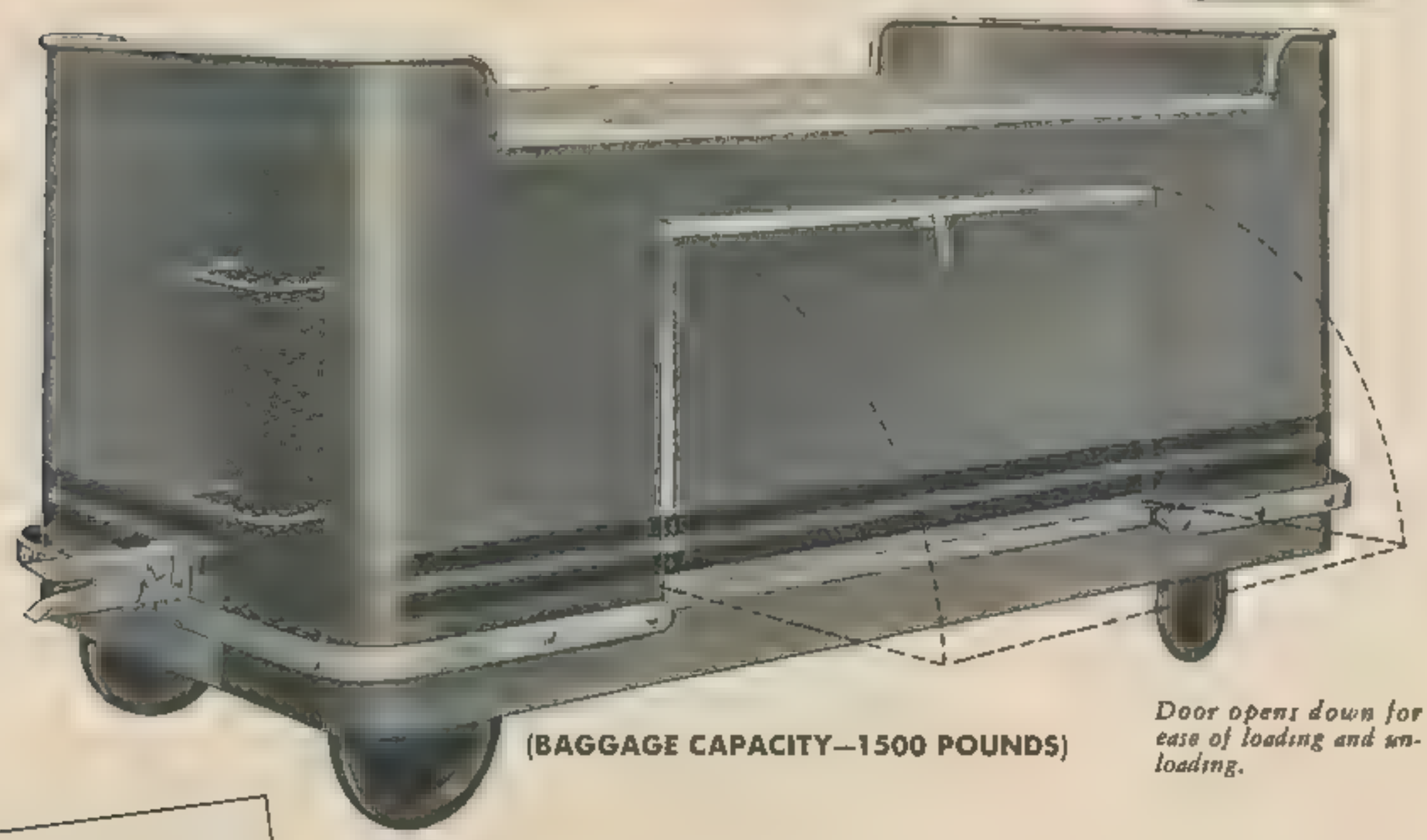
(Formerly Pacific Fabricating Company)

AT GAGE AND SALT LAKE AVENUES, HUNTINGTON PARK, CALIFORNIA

This is it . . .

Baggage LOADING and UNLOADING Stand

Durable! Attractive! Versatile! . . .



(BAGGAGE CAPACITY—1500 POUNDS)

Door opens down for ease of loading and unloading.

Deluxe Model

(Illustrated)

The DeLuxe Model differs from the Standard Model only in the exterior skin covering and appearance

STANDARD MODEL

(Not shown)

Does not have the highly polished aluminum sides it has the same capacity with open sides, and is lower-priced.

★ The Hammond Baggage Loading and Unloading Stand is made to last! It has highly polished aluminum outer sides, with stainless steel trim. Insides are reinforced with expanded meral, giving more durability and protection for baggage handling. The deck and floor plates are covered with a non skid diamond aluminum. Versatility of uses includes the DC-4, Constellation nose and rear compartments loading and unloading, with an extension platform (not shown).

Prices on Request

SPECIFICATIONS

1. Length—8' 4"
2. Width 4' 4"
3. Height—3' 11" (without extension platforms)
4. Front Wheels—12"
5. Rear Wheels 8" (casters)
6. Brakes—Foot-operated
7. Bassick Truck Locks
8. Couplings—Front and Rear

HAMMOND MANUFACTURING CORPORATION

(Formerly Pacific Fabricating Company)

AT GAGE AND SALT LAKE AVENUES, HUNTINGTON PARK, CALIFORNIA

BOEING
selects Honeywell
Electronic Fuel Gages
and Turbosupercharger Controls

for the NEW **377**
STRATOCRUISER

MINNEAPOLIS **Honeywell**
CONTROL SYSTEMS

CREATIVE ENGINEERING

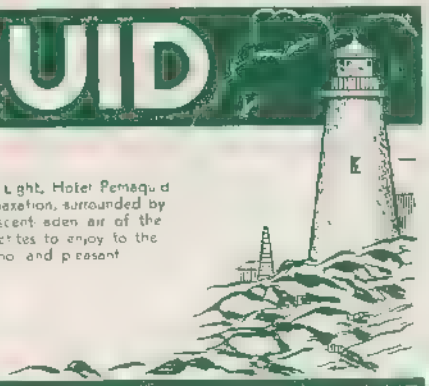
MAKERS OF THE FAMOUS M-H ELECTRONIC AUTOPILOT, USED ON AAF 4 ENGINED BOMBERS

HOTEL PEMAQUID

PEMAQUID POINT, MAINE

Located only 300 yards from the famous Pemaquid Point Light, Hotel Pemaquid offers the vacationist a perfect opportunity for rest and relaxation, surrounded by beautiful Maine scenery, sand and rocks. The scent-laden air of the spruce and the salt tang of the open sea add added appetites to enjoy to the utmost the delicious and wholesome food served in our cool and pleasant dining room.

American Plan. Rates $28.00 up.
Open June 1st to mid September
Write for our booklet
Lucy L. Allen, Mgr



ENJOY THE ODOR OF SPRUCE AND THE SALT TANG OF THE SEA

COVESIDE INN
CHRISTMAS COVE, MAINE
MR. and MRS. GUY WARE, Proprietors

HILDEBRANDT'S
PEMAQUID LAKE VIEW FARM
Offers an ideal place for your Summer Vacation at
NOBLEBORO
In the Pine Tree State of Maine
Fishing, Swimming, Boating
Good food and rest in soft beds
Rates $25 to $30

BUTTER POINT FARM
On the edge of a beautiful salt water cove. 300 acres of country side including beautiful evergreen forests. Free rowboats. Fishing, bathing, tennis, hiking, dancing, badminton, recreation room, golf nearby. Best of food with fresh farm products. $25 to $29 a week with meals. Accommodations limited so early reservations requested. Send for illustrated folder
Frances B. Quiner WALDOBORO, MAINE

the fish fight their way up the river to the spawning grounds in the Damariscotta Lake region. Nearby are the famous Indian shell heaps, where successive generations of Indians heaped the shells from their summer encampments.

South from Damariscotta roads lead to the eastern arm of Lincoln County jutting out to sea. One road branches to Walpole, South Bristol and Christmas Cove, so named by Capt. John Smith in 1914. Another leads past Pemaquid and Biscay Ponds to the shores of Muscongus Bay and Pemaquid Point. Pemaquid, Pemaquid Beach, New Harbor and Pemaquid Point, all in the town of Bristol, are little fishing and resort villages on one of the boldest headlands on the coast. The old round fort, a reproduction of the tower of Fort William Henry and the fine old fort house take one back to Indian times, when three other forts rose and fell on the same spot. Round Pond, sloping down to a small cove on Muscongus Bay and nearby Loud's Island are picturesque for their fishing and boating activities.

North along the shore of Muscongus Bay are Medomak and Bremen, on the Medomak River, both of them fishing and resort villages, and Waldoboro, a commercial and small industry center. Deep-sea fishing and fly fishing for mackerel and pollock are popular with visitors and residents alike. Gamy striped bass and large tunas also are caught in nearby waters. On Hog Island, off Bremen is the Audubon Nature Camp, where people from all over the United States come to study at the Todd Wild Life Sanctuary. The National Audubon Society is here engaged in a program for the preservation of wild life.

North Whitefield, Coopers Mills and Somerville, in the northern part of the county, are inland villages of rural attractiveness, with several nearby lakes and ponds.

IT'S EASY TO GET TO MAINE

Nearest of the great vacation areas to the large centers of population, Maine is reached by fast, safe, modern trains and busses and plane service connecting the big cities with every nook and corner of the State.

Every recreational and resort center is self-sufficient, so that Maine's visitors may participate in every form of outdoor activity. Golf courses are just a few steps from the hotel or camp—in many cases right in the front yard—bathing beaches, fishing, canoeing, tennis, horseback riding, all these in most cases are right on the premises.

Maine hosts this year are planning on golfing tournaments, fishing contests, bridge tourneys, tennis matches, picnics, water sports and similar activities which will have a new zest for the vacationer. Then again you will enjoy that infectious Maine hospitality and friendliness that is always considerate of the guest, whether you wish to join the fun with other visitors, or just to be left alone to "take it easy."

Maine's well-stocked lakes, ponds and streams are more alive with gamy fish this year than ever before. Of course, you may have to match your wits against some of the more wily specimens that lurk in the crystal-pure waters, but expert guides and fishing veterans will be ready to give you advice at every resort and tell you where, when and how to catch your limit. On the briny deep along the coastal resorts you can take any of a score of species up to the giant tuna without limit. And the glorious Maine hunting season is an adventure beyond compare.

HELPING TO MOVE TONNAGE

HSGI
WEAR RESISTING PARTS

on the GREAT NORTHERN

Magnificent realization of Empire Builder James J Hill's dream, Great Northern has always been important to the life of the Northwest For much of the time that Great Northern has served the people of six northern states from the Mississippi to Puget Sound and the Pacific, Hunt-Spiller Gun Iron has served Great Northern as a maintenance mainstay for its steam locomotives

Can there be any question of the quality of HSGI when systems like Great Northern and 75 other Class I roads have used it for a generation or more?

HUNT SPILLER GUN IRON
HSGI
AIR FURNACE PROCESS

HUNT-SPILLER MFG. CORPORATION

N. C. RAYMOND, *President* E. J. FULLER, *Vice-Pres. & Gen. Mgr.*

383 Dorchester Ave. ★ South Boston 27, Mass.

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Cylinder Bushings
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Crosshead Shoes
Rod Liners
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Floating Rod Bushings
Light Weight Valves
Cylinder Liners and Pistons
for Diesel Service

Dunbar Sectional Type Packing
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for Cylinders and Valves
Duplex Springs for Above
Sectional Packing
Cylinder Snap Rings
Valve Rings, All Shapes

SEE THESE AT THE FAIR

Sales Builders by MEDALIE

Greatest Action Game You've Ever Seen

JOCKO and JUMBO

The Marble Team

SUGGESTED RETAIL $3.95

There's endless fascination in this amazing new toy. Stops shoppers in their tracks—makes them buy on the spot. Continuous action. Monkey climbs up and down elephant's trunk—deposits marbles in lower track. Beautifully silk-screened on sturdy Tekwood. No. 310

Play with Marbles

BINGO ROLL

Roll marbles up the ramp—try to get 5 in a row. Compartments catch marbles — high score wins. Easy to play — sells on sight. Complete with marbles to retail @ 59¢. No. 300

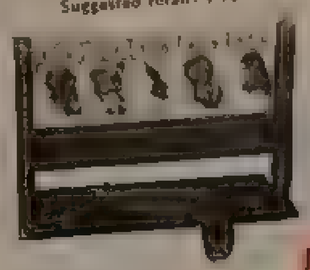
1 doz. to carton. Shipping wt.— 28 lbs.

Educational, Exciting

ANIMAL TARGET GAME

A target game with educational features. Gun shoots rubber tipped arrows. Kids go for it in a big way. Individually packaged—shipped 2 doz. per carton. Shipping wt. 30 lbs. No. 300.

Suggested retail: 1.75



Proved BIG SELLER

BOWL-ER-RING

Big seller the past three years. Rapidly becoming the nation's favorite home bowling game. New design with strong wood frame—extra tough Tekwood floor. Complete with pins, balls and score pad. Two sizes. Big demand. Order early.

No. 45—Bowl-er-Ring. 44" x 15". Packed 6 per carton. Shipping wt. 30 lbs. Suggested retail: 3.95

No. 38—Bowl-er-Ring. 37" x 13". Packed 6 per carton. Shipping wt. 20 lbs. Suggested retail: 2.95

SEE THESE AT THE FAIR

Designed to SELL FAST

A Sure Hit!

CRIBBO

The Jackpot Cribbage Game

Builds Pot Automatically

Here's cribbage with brand new features. Players pay as they play—build 3 different pots. Appeals to cribbage players—non-cribbage players alike. Big, colorful. Each game individually packaged. 8 bright colored pegs. 2 doz. per carton. Shipping wt. 25 lbs. No. 330

Suggested retail 1.25

Introducing

The STROLLCAR

A kiddie car designed for heavy volume sales. Plenty of eye appeal. All metal, wood seat—bright red color—yellow wheels, rubber tires, nickel plated trimmings. Light strong smooth riding. Popular price. Shipped 6 in box—shipping wt. 30 lbs. No. 500.

MANUFACTURED BY

METAL PRODUCTS MFG. CO.

SUBSIDIARY OF

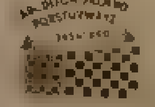
MEDALIE MFG. CO., MINNEAPOLIS, MINN.

OTHER BIG HITS by

MEDALIE

MYSTIC MEDIUM

One person question and answer game on one side. Checkers plus Tic-Tac-Toe on reverse side. Paper backing in assorted colors. Packed 12 to box. Packaged, colorful display carton. Shipping wt. 15 lbs. No. 85



CHECKER BOARDS

A variety of fine wood game boards. Can be used as Checkers, Chess, Backgammon, Acey-Ducey, or reverse side is new design on Tempered Masonite with a permanent playing surface. Write for prices and literature.

Representatives:

F. C. Allen & Company, 193 West Madison St., Chicago 2, Ill.

B. E. Kane and Associates, 1355 Market St., San Francisco 3, Cal.

Sollmann & Whitcomb, 200 Fifth Ave., New York 10, N. Y.

Atlanta Toy Mart, 175 Peachtree St., N.E., Atlanta 3, Ga.

MEDALIE MFG. CO.

MEDALIE MFG. CO.

Willys-Overland Presents

THE 'Jeep' STATION WAGON

New vehicles to meet new needs—this guide-star of Willys-Overland engineering brings to business, large and small, a long-needed dual-purpose vehicle—the "Jeep" Station Wagon.

In its roomy body are full-size seats for seven adults, with plenty of head, leg and shoulder space. All seats except the driver's are removable, providing 56 usable cubic feet of load space, easily accessible through the rear doors.

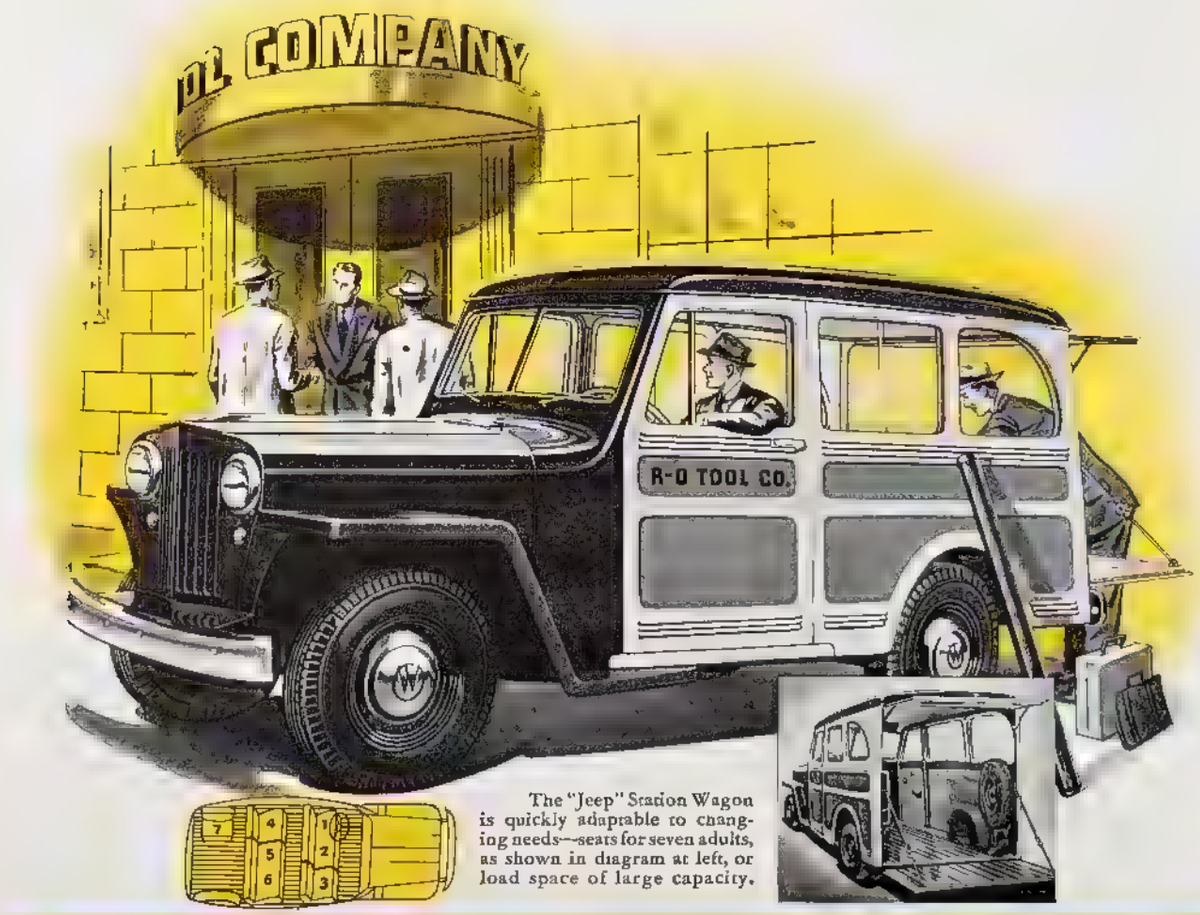
Body and top are *all-steel,* which means less weight, more safety and a lasting finish—no wood-body squeaks and peeling.

It is powered by the Willys-Overland "Jeep" Engine, world famous for performance, long mileage and low upkeep. The "Jeep" Station Wagon is quality-built for years of efficient service.

There's a place in your business for this newest "Jeep." See it now

• • •

WILLYS-OVERLAND MOTORS, INC., TOLEDO 1, OHIO

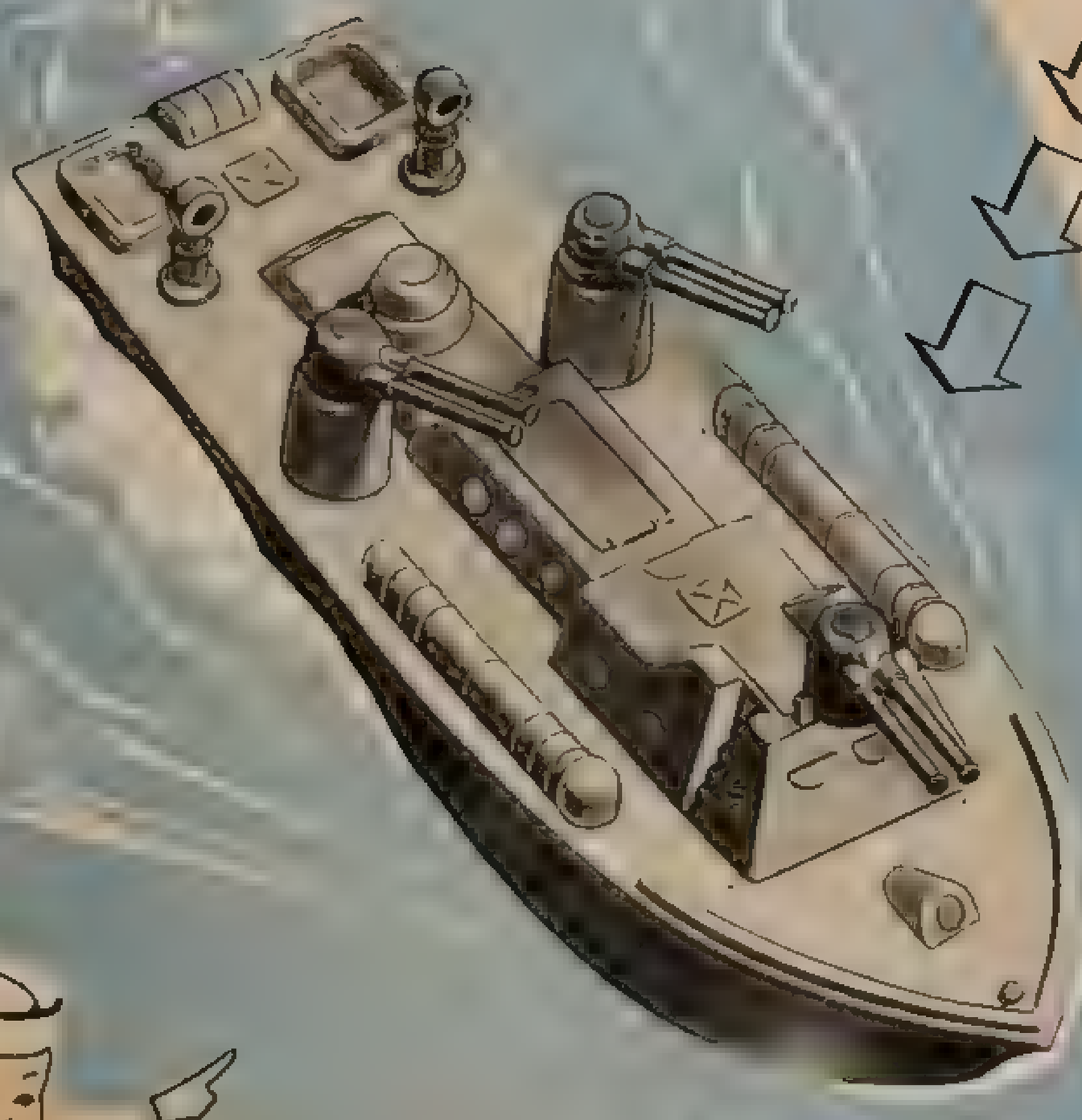


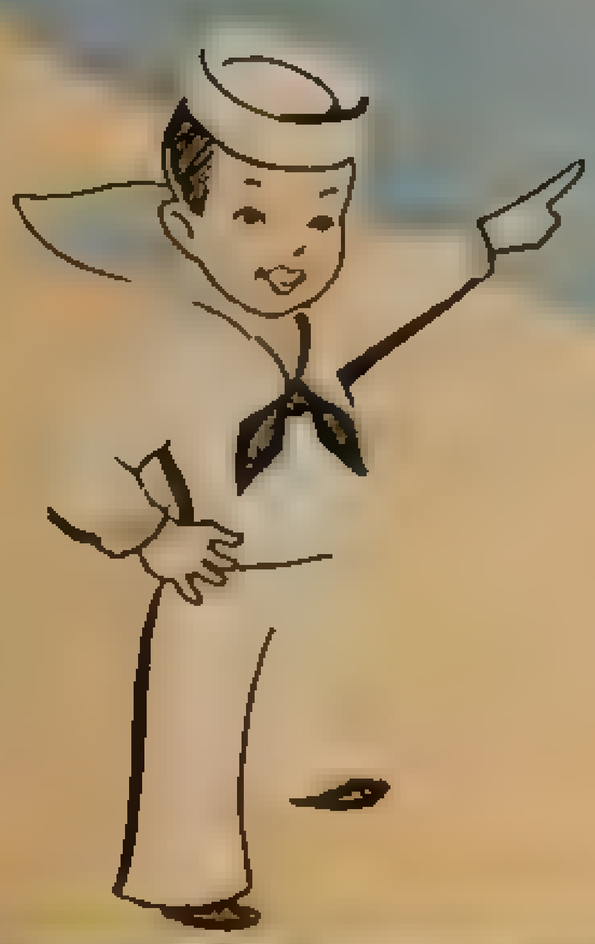
The "Jeep" Station Wagon is quickly adaptable to changing needs—seats for seven adults, as shown in diagram at left, or load space of large capacity.

From California comes the

"They Were Expendable"

P.T. BOAT





One of the *NEW* plastic toys

by KNICKERBOCKER PLASTIC CO. INC

Leo White, Pres.

Showrooms
200 Fifth Avenue
New York

Factory
Glendale
California

TOY FAIR — SHOWROOM 534

LOOK TO

KNICKERBOCKER

of California

Announcing

California **CREATIONS**

Original **ITEMS**

New **DESIGNS**

Retailing from 10c to $1.00

TOY FAIR—SHOWROOM 534
MARCH 12

been received it has been advised that a determination will be made by the Board that no excessive profits were received by the corporation during the year.

Irving Reconversion Item Is New "Chairchute" Type

Principal business of the Buffalo plant of Irving Air Chute Co. is now the production of "chairchutes," a type of parachute fitted into the upholstery of private planes, a company spokesman reports.

He said sizable orders for military parachutes from South American countries are expected shortly and that receipt of these orders would raise operations in Buffalo to capacity "within six months."

With 1945 net sales less than half of the 1944 total, Irving Air Chute reported that consolidated net income for the year ending Dec. 31 dropped to $26,438 from $155,931 in the previous year.

"The problems arising from termination of demand by the armed forces of several governments for parachutes and related equipment are particularly severe since the company has been devoted exclusively to the manufacture of this type of product," it was stated in the firm's report.

Net sales during 1945 were $3,136,691 compared with $8,436,843 in 1944.

C-W Stockholder's Meeting Delayed By Terminations

G. W. Vaughan, president of Curtiss-Wright Corp., has announced that despite substantial progress in concluding war contract termination settlements, the volume and number of contracts are such that a date cannot be set yet for the annual meeting of Curtiss-Wright stockholders.

One of the major factors involved in the company's contract termination settlements has been the problems in connection with its consolidation of 17 wartime plants into the three which will handle its peacetime output of engines, propellers and airframes.

▸ **May Show Loss**—The company, including its subsidiaries, has a backlog of approximately $86,000,000 and is well along in its conversion but the reduction in activities following VJ-Day and the expenses in connection with the company's plant consolidation are such that a loss for first quarter's operation is indicated.

STRAIGHT
AS A HELICOPTER FLIES!

● If you live near a large city, how long does it take you to reach the airport through traffic from mid-town? Or if your home is in a smaller town, how much time do you lose in getting to a point on one of the air lines? Fortunately, *helicopter* feeder-taxi service is being developed as the solution to these difficulties.

A notable flight is recorded in the picture above—the first direct helicopter trip from Philadelphia's Southwest Airport to a roof in the center of that city. Mail was picked up and delivered to a waiting Europe-bound air liner. The distance this helicopter flew is 4 miles. The flight took 4 minutes. By city streets the trip is 8 miles—*and takes 25 minutes!* Yet Philadelphia is fortunate in having its airport much nearer mid-town than most cities

A helicopter takes off and descends vertically. Its landing area need be no larger than a tennis court. Its cruising speed, *straight across country*, is about 90 miles an hour.

Kellett is the oldest manufacturer whose aircraft design-production program is exclusively in the helicopter field. We now plan to offer air travelers large, dependable, 10 passenger helicopters. They will save you time *and money* in getting to air line points from which you may wing around the world—or to the state capital—on the regular air transport lines, which give you speed and service with safety.

Kellett is a Contract Manufacturer, too, making such products as deep freeze units, metal tanks and assemblies, electrical units and agricultural machinery and aircraft parts.

KELLETT AIRCRAFT CORPORATION, NORTH WALES, PA.

KELLETT
HELICOPTERS

Walter Lantz

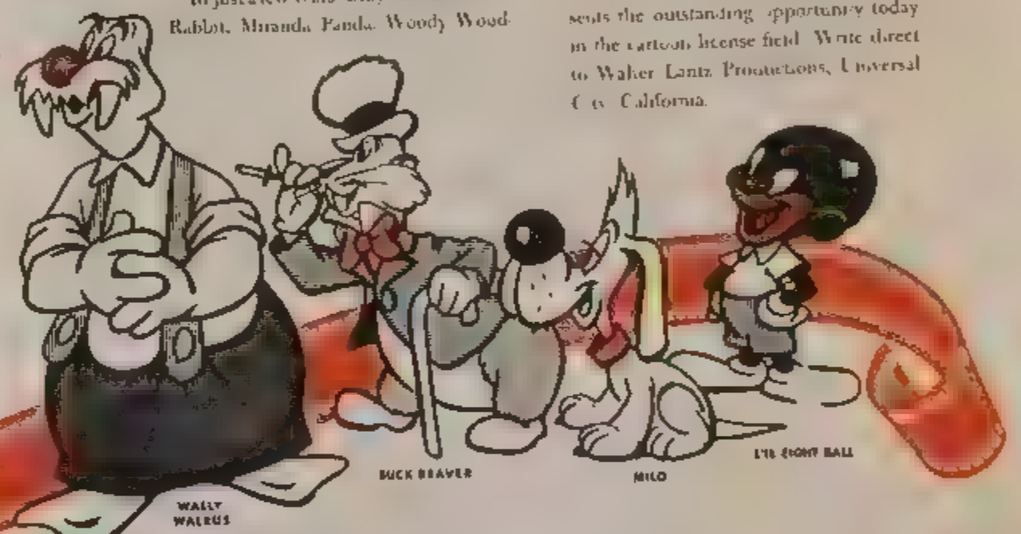
Hollywood's "Wizard of Universal City" whose well known lovable characters are by now favorites of millions

50,000,000 People* see and love these newer, cuter characters each month . . .

To sit in a darkened movie theatre and hear the "oohs" and "ahs" of delight when a Walter Lantz Cartune is flashed on the screen is to know first hand that these newer lovable characters are the favorites of kids and grown ups alike.

In just a few years Andy Panda, Oswald Rabbit, Miranda Panda, Woody Woodpecker and their playmates have traveled from the Land of Make Believe direct to the hearts of fifty million theatre goers of all ages all over the country.

To transform these from the world of light and shadow into comic toys, games, novelties, and merchandise brands presents the outstanding opportunity today in the cartoon license field. Write direct to Walter Lantz Productions, Universal City, California.



Currently appearing in Ideal Dolls, Sifo Puzzles, Stanley Greeting Cards, Vogue Charms, New Funnies magazine, and others!

* *And that's pretty nearly everybody in the country, when you figure the sisters and their cousins and their aunts.*

LET THIS INSIGNIA BE YOUR TRADE MARK OF VOLUME SALES . . .

Walter Lantz PRODUCTIONS

Walter Lantz PRODUCTIONS
UNIVERSAL CITY CALIFORNIA
RELEASED THRU UNIVERSAL

THE STUDIO WITH THE NEWER, CUTER STARS

LIONEL

TRAINS ARE BACK AGAIN

NEW! ELECTRO-MAGNETIC REMOTE CONTROL, REAL R.R. KNUCKLE COUPLERS

BOTH BOOKS FREE CLIP AND MAIL THIS COUPON NOW!

The Lionel Corporation
Dept. No. MB
15 East 26th Street, New York 10, N. Y.
Please rush my Two Big FREE Booklets!

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Simple to operate — just push the selective button.

With LIONEL Electronic operation every unit of the train is under constant selective control ANYWHERE on the track. Electronic Control operates this way - sensitive receivers on each car respond to Radio Frequency waves and make the cars or locomotive perform just as you direct. (No special wiring to track necessary).

Send for Catalog

and SCENERY BOOK, plus secret "POP PERSUADER"

The Lionel Corporation Dept. PM
15 East 26th St. New York 10, N. Y.

Please send me the new Lionel ELECTRONIC TRAIN catalog plus the secret Pop Persuader and the name of Nearest Dealer. Enclosed is (check) (money order) for 25¢ to cover cost of mailing.

NAME

ADDRESS

CITY Zone State

Somerset County

Somerset County is another of the northern tier of Maine counties, its southern end a part of the fertile and industrial region of Central Maine and its northern reaches traversing a vast roadless area of rivers, lakes and forests extending into Canada.

The great Kennebec River flows southward for more than half its length within the borders of the county and in the northern part of the county are the headwaters of the St. John and Penobscot Rivers. The southern border of the county invades the famous Belgrade Lakes section of Central Maine.

Skowhegan is the name of the largest town and the county seat. It is the hub of a network of roads entering the county from various directions. From it the main roads lead north through the county to Jackman and into Quebec.

The center of a rich farmland area, Skowhegan is an up-to-date small city with modern stores, hotels, restaurants and other facilities and a residential area with many fine historic homes and tree-shaded streets. Leading industries are woolen goods, shoes, pulp and paper, canning, wood products and commercial activities.

Five miles from Skowhegan is Lakewood, world famous summer resort and summer theatrical center on the shore of Lake Wesserunsett. Its summer theater dates from 1900 and it has achieved fame as "Broadway in Maine" because it annually attracts the leading stars of the New York stage with performances of Broadway hits.

Norridgewock, southwest of Skowhegan, was the original shire town of the county and is rich in Indian and historic lore. There still stands the early Congregational Church, the old county jail and the Danforth Tavern, where the old bar and ballroom remain intact. The trip from Norridgewock to Madison leads past the Old Point section, where Father Rale, missionary to the Indians, was murdered in 1724.

Other towns in the southern corner of the county include Mercer, a little lumbering and farming village; Smithfield, between North Pond and East Pond on the road from Oakland in the Belgrade Lakes chain of Kennebec County; Fairfield, an industrial and business town with neat homes on the road from Waterville; Canaan, Palmyra, Stark, Larone and Hinckley, the latter containing the famous Good Will Farm of 2,600 acres and 40 buildings, providing a home for deserving boys and girls. Its museum contains one of the country's outstanding and most varied collections of items extending back to prehistoric times.

(Continued on Page 56)

75th CONSECUTIVE YEAR

Lakewood Inn and COTTAGES

Located on Lake Wesserunsett 5 miles north of Skowhegan
Home of the famed Lakewood Players
Excellent cuisine recommended by Duncan Hines
All cottages with private bath
Swimming, Fishing, Boating, Tennis
Lakewood Golf Club—Lakewood Gift Shop
[illegible] atmosphere
Write for folder
Lakewood Incorporated
Grant Mills, Manager
Skowhegan, Maine

LOOK

A New Place to Relax on
Great Moose Lake

With new beds, springs and mattresses, new bathrooms, everything spic and span. Fresh farm products. Eggs and milk fresh daily. Plenty bass, pickerel in lake. Trout in nearby brooks. Many things for recreation.

Your comfort and enjoyment are our only aim

Write for circular and rates

Mr. and Mrs. L. Clancy Burton, Owner-Manager

Great Moose Camps

HARTLAND MAINE

SOMERSET CABINS

ROUTE 147 SKOWHEGAN, MAINE

30 furnished cabins with running spring water. Some have hot and cold showers. All have screened porches and sanitary toilets. Comfortable beds. Some with radios.

J. A. CAYOUETTE, Prop. SKOWHEGAN, MAINE

Small quiet hotel, beautiful rooms, excellent food, overlooking Moosehead Lake

Ice fishing, Feb. 1—Lake fishing, May 1—Hunting in Fall

Rates begin at $49.00 a week By reservation only

KINEO VIEW HOTEL

ON MOOSEHEAD LAKE ROCKWOOD, MAINE

In writing to advertisers, please mention "Maine Invites You"

FIRST WITH THOSE WHO VALUE DISTINCTION

Nothing could be finer

Lincoln

DIVISION OF FORD MOTOR COMPANY

IF you cherish life's finest things, then certainly you'll choose the Lincoln. For here is more than a superb motor car . . . here is a symbo. of taste and discernment. Many things contribute to Lincoln exce.lence: sweep.ng styling, rich comfort, versatile performance. And the Lincoln her.tage of fine crafts-manship is apparent everywhere. This car is planned and bu.lt with greatness as its goal. See it, and you'll agree that here is the leader in the fine car field

FROM ANY POINT OF VIEW...

Nothing could be finer

Lincoln

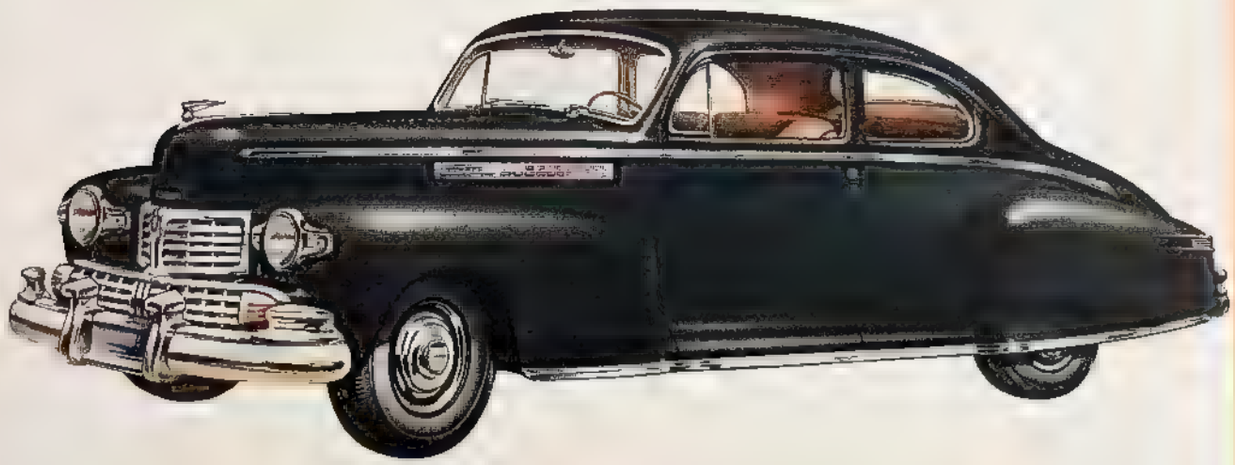
What makes the Lincoln great? To some, its long, clean beauty—the very hallmark of the Lincoln's worth. Some note its casual air of luxury . . . the superb richness of each detail. To others, this motor car is like a wind that passes; swift and quiet and strong. The Lincoln evokes pleasant emotions. That is why its owners agree . . . from any point of view, here is the finest of the fine car field.

DIVISION OF FORD MOTOR COMPANY

THE DISCERNING KNOW . . .

Wherever it goes, the Lincoln marks the judgment of its owners. Its graceful beauty is in part responsible. So, too, are richness . . . versatility . . . precision. But even more, the Lincoln motor car is a symbol . . . a confident statement of thorough excellence. To own the Lincoln is to invite esteem. Here, the discerning agree, is the truly fine car of the fine car field.

Nothing could be finer



Lincoln

DIVISION OF FORD MOTOR COMPANY

make '46 your

BANNER

Year!!!!!

Feature True-to-Life Plastic Toys for Speedy, Effortless Sales . . .

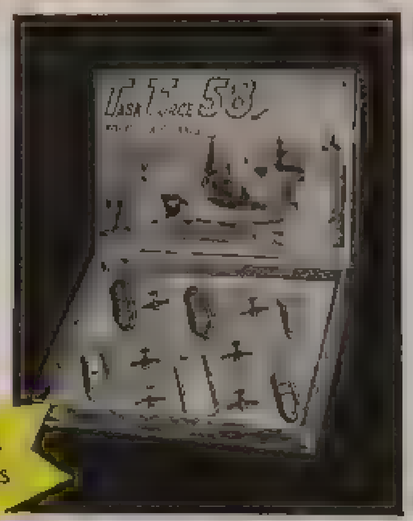
Banner Toys [illegible] ready to [illegible] Banner Toys [illegible] Banner [illegible]

Write for Illustrated Catalog

Canopy Crib in Baby Pastels

A natural [illegible] Retail 15c

A [illegible] canopy [illegible] Retail 10c



Task Force 58 6 Ships, 6 Planes

A [illegible] Complete set retails only $1.00

SEE US AT THE

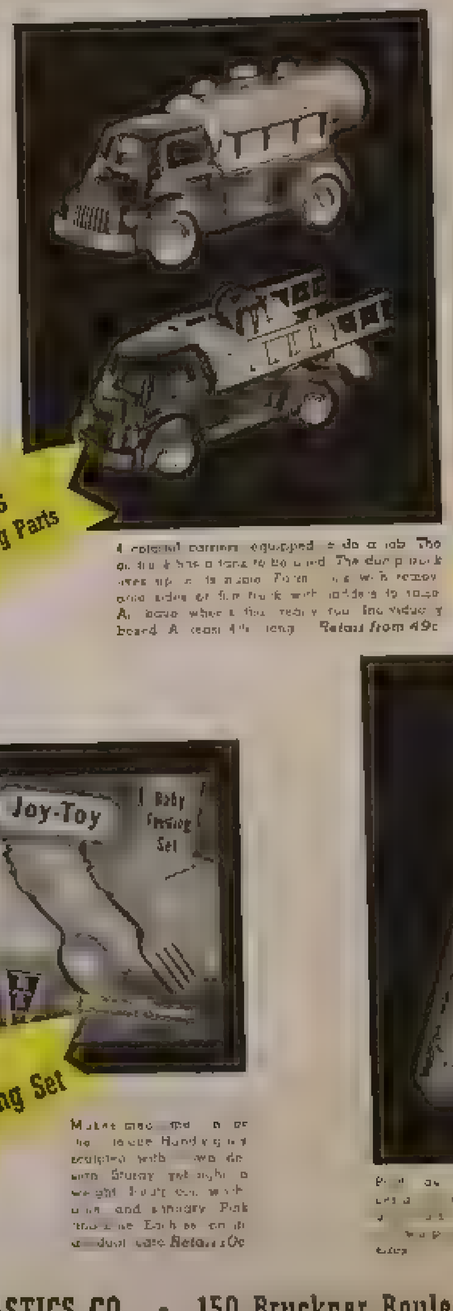
Toy Fair

HOTEL McALPIN

Room 567

True-to-life Plastic Toys . . . Built to take it by Banner

406



Toy Trucks with Moving Parts

A colossal carrier equipped [illegible] The dump truck [illegible] Retail from 49c

ALWAYS ON DISPLAY

The [illegible] Banner [illegible] be expected [illegible] of our sales [illegible]

NEW YORK

[illegible]

CALIFORNIA

[illegible]

ILLINOIS

[illegible]

Party-Time Tea Sets

[illegible] Retail from 59c to $3.00

Joy Toy Baby Feeding Set

[illegible] Retail 10c

BANNER PLASTICS CO. • 150 Bruckner Boulevard, New York 54, N. Y.

Don't Let The Weather Curtail Your Vacation

Here's how to get there on the day you plan and how to be sure to get back to the office on TIME.

NO UNFORESEEN DELAYS ON ACCOUNT OF WEATHER OR FOG WHEN YOU GO BY TRAIN OR BY RAILROAD BUS

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Serve DIRECT the beaches of Maine

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It's the only way you can reach Maine resorts by Bus without expensive taxi fares from through routes.

WE WILL BE GLAD TO SEND YOU COMPLETE SCHEDULES AND ALSO QUOTE FARES

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North Station, Boston 14, Mass. or
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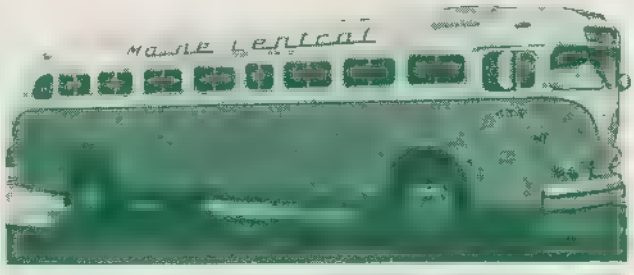
222 St. John Street, Portland 4, Maine

BOSTON and MAINE RAILROAD

MAINE CENTRAL RAILROAD



BOSTON & MAINE BUS LINES

MAINE CENTRAL BUS LINES

Big airline orders for the

MARTIN 202!

What's the big news in aviation today? The Martin 202! Right now, large initial orders for the 202, totaling millions of dollars, are on Martin's books. And this is only a beginning! More and more airlines are signing up. Record-smashing domestic and foreign sales are in the making. And in 1947 Martin will be turning out the 202 at a rate of 50 a month! Martin sets the pace for postwar air travel! It's the plane that most nearly meets ATA specifications for a twin-engined, medium-range transport. It obsoletes any plane of its class now flying. And it's backed by Martin's 37 years of advanced aircraft design! No wonder the airlines are piling up orders for the new Martin 202!

Here's Performance Plus!

Years ahead of the field, the Martin 202 flies 100 m p h. faster than today's transports . . . offers comfort unsurpassed by even the largest 4-engined craft . . . cuts operating costs to the marrow. This plane is not just designed *for* the airlines. It's designed *by* the airlines . . . custom-built by Martin . . . to the most exacting standards of the air traveler.

Martin
AIRCRAFT
Builders of Dependable Aircraft Since 1909

THE GLENN L. MARTIN COMPANY • BALTIMORE 3, MARYLAND

1-20-46, FLASH! UNITED BUYS FLEET OF MARTIN TWIN-ENGINED TRANSPORTS!

Going places!

5 GREAT AIRLINES BUY THE MARTIN 2-0-2

Since its announcement just a few months ago the Martin 2-0-2 transport has won sizeable orders from five of the nation's leading airlines. These orders from PCA, Eastern, Colonial, Chicago & Southern and Braniff are only a beginning. When five major companies study all competing designs and find the Martin 2-0-2 to be clearly superior, it is safe to assume that other airlines will arrive at the same conclusion America's travelers will have the world's finest air transportation when they fly via Martin 2-0-2.

Martin AIRCRAFT
Builders of Dependable Aircraft Since 1909

THE GLENN L. MARTIN COMPANY • BALTIMORE 3, MARYLAND

Question HOW TO BOOST AIR FREIGHT PROFITS?
Answer EQUIP WITH CARGO VERSIONS OF *Martin 2-0-2!*

FAST LOADING is made possible by big rear door for bulk goods, smaller front entrance, with integral ramp, for lighter items. Martin Cargo Loader is being used at front door.

HERE'S how to move far ahead of crowding competition in the air freight field. Equip with cargo-carrying versions of the efficient Martin 2-0-2. You'll be able to offer faster service, make more trips, thanks to the 280 m.p.h. cruising speed of the 2-0-2. You'll save turn-around time and operating costs because of the 2-0-2's ease of ground service and maintenance. You'll gain added dependability provided by new developments of design and construction. And you'll have a useful load of more than 6 tons . . . a cargo area 7′ high, 9′ 2″ wide, 45′ 5″ long at your disposal.

MANY OPTIONAL INSTALLATIONS

To accommodate all sizes and weights of cargo, from the smallest to the largest items, Martin offers a number of optional installations for bins, shelves, other types of cargo compartments, including a refrigerated compartment. In addition, provision has been made for heating or cooling the entire cargo area to desired temperatures.

ORDER NOW FOR '47 DELIVERY

These highly efficient cargo-carriers are now being built to fill initial airline orders. Other orders are being negotiated. Moreover, 16 domestic and foreign airlines have bought passenger versions of Martin twin-engine aircraft. Result: quantity production, permitting low original cost. Get the full facts on this outstanding new cargo-carrier. Find out how it can cut costs and build profits for you. THE GLENN L. MARTIN COMPANY, BALTIMORE 3, MARYLAND

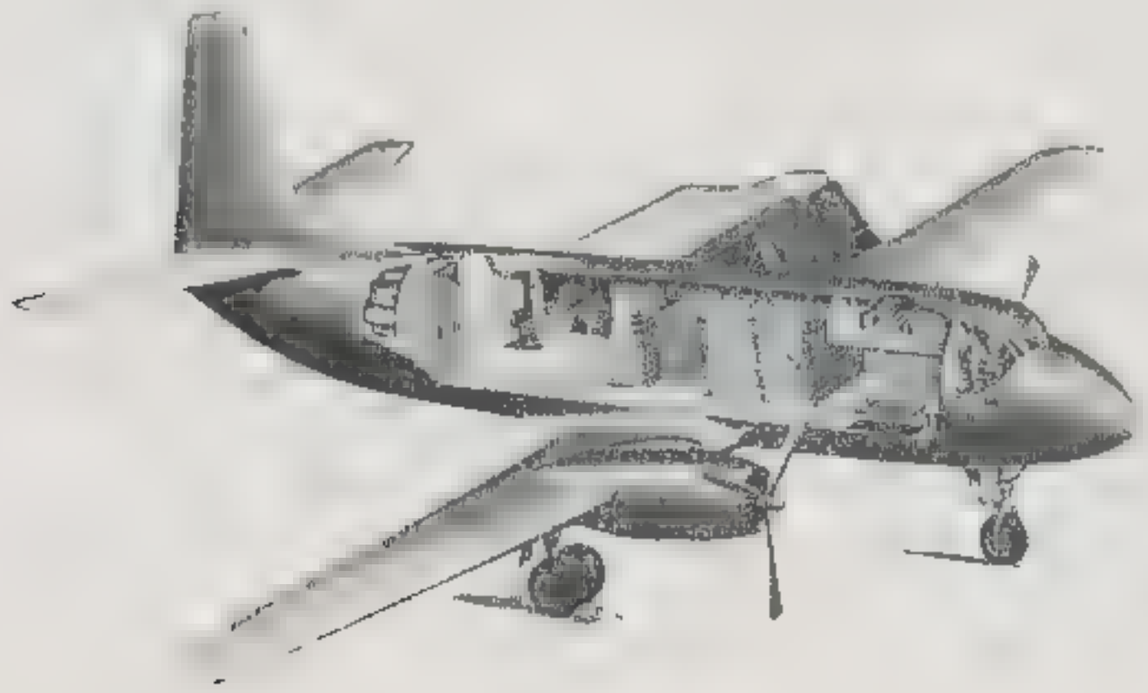
Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

Proof that the Martin 2-0-2 cargo-carrier gives greater value per equipment dollar!

Look at the facts about the Martin 2-0-2 cargo-carrier. That's performance! Then remember that Martin has sold over twice as many twin-engined airliners as its nearest competitor. Result: quantity production and a low purchase price. That's economy!

And low original cost is only part of the story. Ease of loading and maintenance . . reduced flight and turn around time . . high dependability and efficiency . . . all these help prove that Martin gives you the *greatest value per equipment dollar*. For complete specifications on the 2-0-2 cargo-carrier, contact THE GLENN L. MARTIN CO., BALTIMORE 3, MARYLAND.



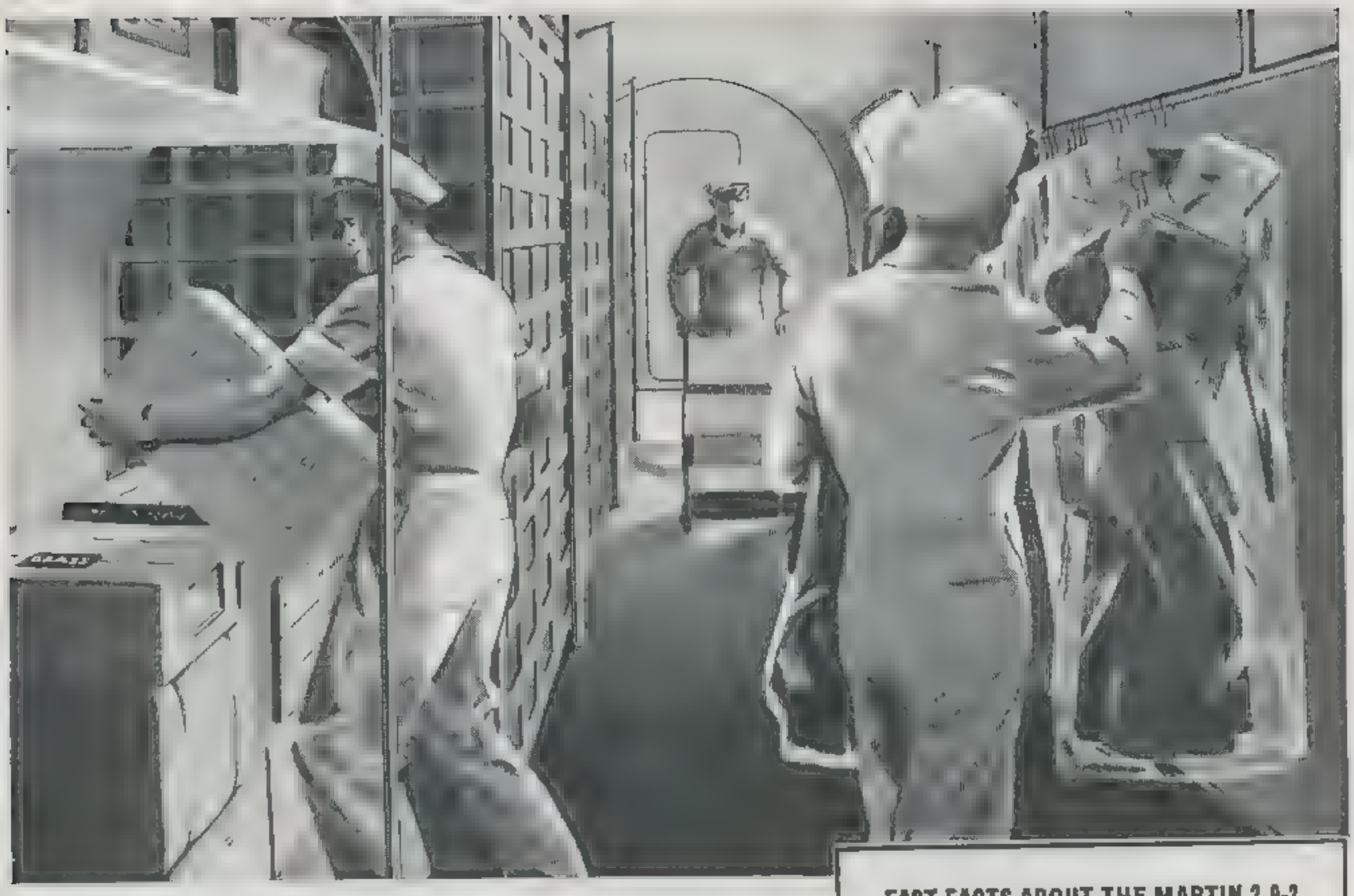
FAST FACTS ABOUT THE MARTIN 2-0-2 CARGO-CARRIER

(All performance figures without Jet Exhaust)

- Take-off Gross Weight . . . . . 40,745 lbs.
- Payload Capacity . . . . . 15,100 lbs.
- Maximum Operational Range (60% Power, 10,000 ft.) . . . . . 1800 mi. with reserve of 200 mi.—45 min.
- Operational Ceiling (at T. O. weight, one engine inoperative) . . . . . 5,000 ft.
- Maximum Operational Ceiling (T. O. weight, two engines) . . . . . 26,500 ft.
- Cruising Speed at 10,000 ft. and 60% Normal Rated Power 246 m.p.h.
- C. A. R. Runway Length for Landing at Sea Level . . . 3715 ft. at Gross Weight 36,500 lbs.
- Take-off Distance, over 50 ft., at Sea Level (Water Injection) . . . . . 2550 ft.
- Engines P & W R-2800-2SC15G
- Fuel Consumption, 10,000 ft., 60% Power 156 GAL/HR.
- Fuel Capacity 1470 GAL.
- Operating Cost Per Ton-Mile . . as low as 5¾¢
- Martin cargo planes are now being built for the following airlines: United; Commander.
- Martin passenger airliners are now being built for the following airlines, Capital (PCA); Eastern; Chicago & Southern Braniff International, United; Northwest; Delta; Dodero (Argentina), Panagra, Cruzeiro Do Sul (Brazil).

Martin
AIRCRAFT

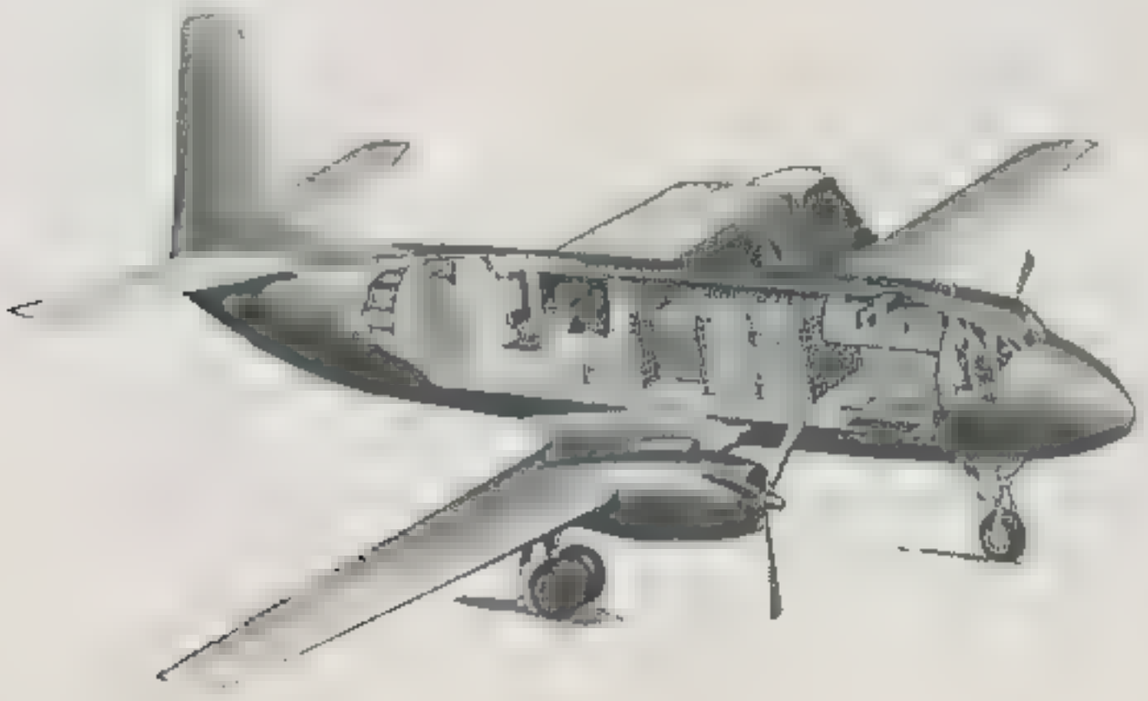
Builders of Dependable Aircraft Since 1909



Proof that the Martin 2-0-2 cargo-carrier gives greater value per equipment dollar!

Look at the facts about the Martin 2-0-2 cargo-carrier. That's performance! Then remember that Martin has sold over twice as many twin-engined airliners as its nearest competitor. Result: quantity production and a low purchase price. That's economy!

And low original cost is only part of the story. Ease of loading and maintenance . . . reduced flight and turn-around time . . . high dependability and efficiency . . . all these help prove that Martin gives you the *greatest value per equipment dollar*. For complete specifications on the 2-0-2 cargo-carrier, contact THE GLENN L. MARTIN CO., BALTIMORE 3, MARYLAND.



FAST FACTS ABOUT THE MARTIN 2-0-2 CARGO-CARRIER

(All performance figures without Jet Exhaust)

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- Payload Capacity ..... 15,100 lbs.
- Maximum Operational Range (60% Power, 10,000 ft.) ..... 1800 mi. with reserve of 200 mi.—45 m.n.
- Operational Ceiling (at T. O. weight, one engine inoperative) ..... 5,000 ft.
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Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

For Domestic Service

CAPITAL (PCA) • EASTERN

CHICAGO & SOUTHERN • BRANIFF

UNITED • NORTHWEST • DELTA

For Latin-American Service

CHICAGO & SOUTHERN • BRANIFF • PANAGRA

DODERO (ARGENTINA) • CRUZEIRO DO SUL (BRAZIL)

For Cargo Service . . . . . COMMANDER

Here's Why THE LEADERS CHOOSE MARTIN!

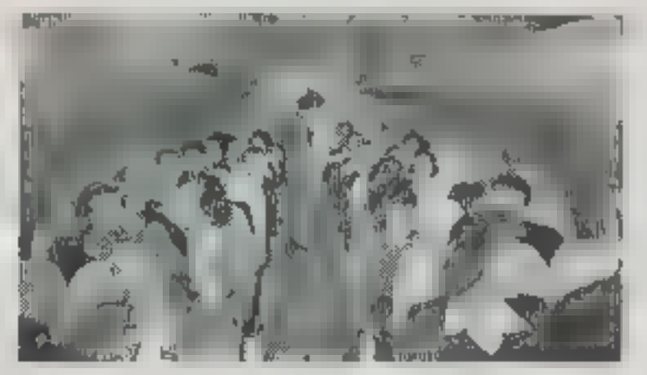
Greater economy! More passenger comfort! Advanced dependability! Higher speed! Airline engineers added up these Martin features . . . Balanced them against competitive designs . . . Found no other medium-range transports could equal the new Martins. ¶ That's why you'll soon find Martin 2-0-2 or 3-0-3 transports flying for the majority of leading airlines . . . in the United States . . . in Latin-America! ¶ Result. *For the airlines* . . . reduced costs, heavier traffic, minimum maintenance. *For the flying public* . . . quicker trips, greater comfort, less expense. *For Martin* . . . unchallenged leadership in the twin-engine commercial aircraft field.

Martin AIRCRAFT

Builders of Dependable Aircraft since 1909

THE GLENN L. MARTIN COMPANY
BALTIMORE 3, MARYLAND

Speed! New design . . . plus reliable Pratt & Whitney engines . . . gives Martin airliners up to 300 m.p.h. cruising speed.



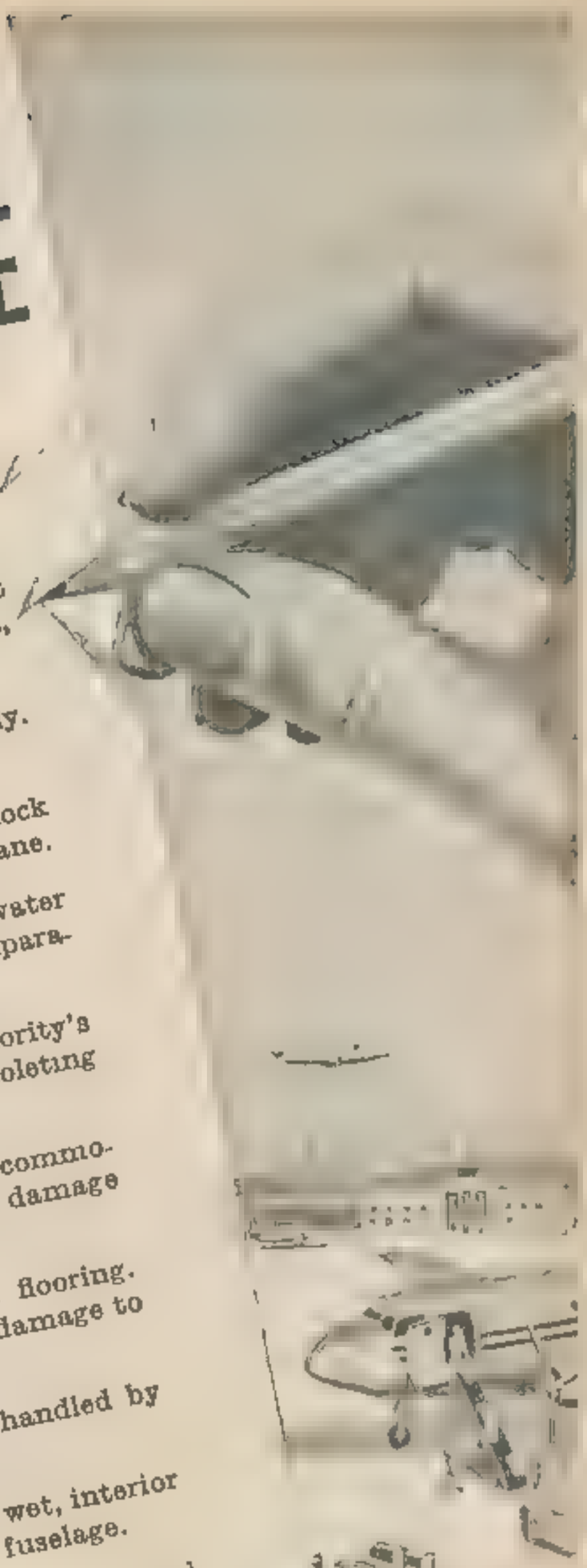
Luxury! Air-conditioning . . . warm wall heating . . . new reclining seats . . . individual reading lights . . . smart styling

Dependability! Thermal anti-icing of wings, prop, empennage . . . on 3-0-3 model, at 16,000 ft. altitude on one engine

Airline Operators!

Check These Important Facts About the

MARTIN 2-0-2 CARGO PLANE

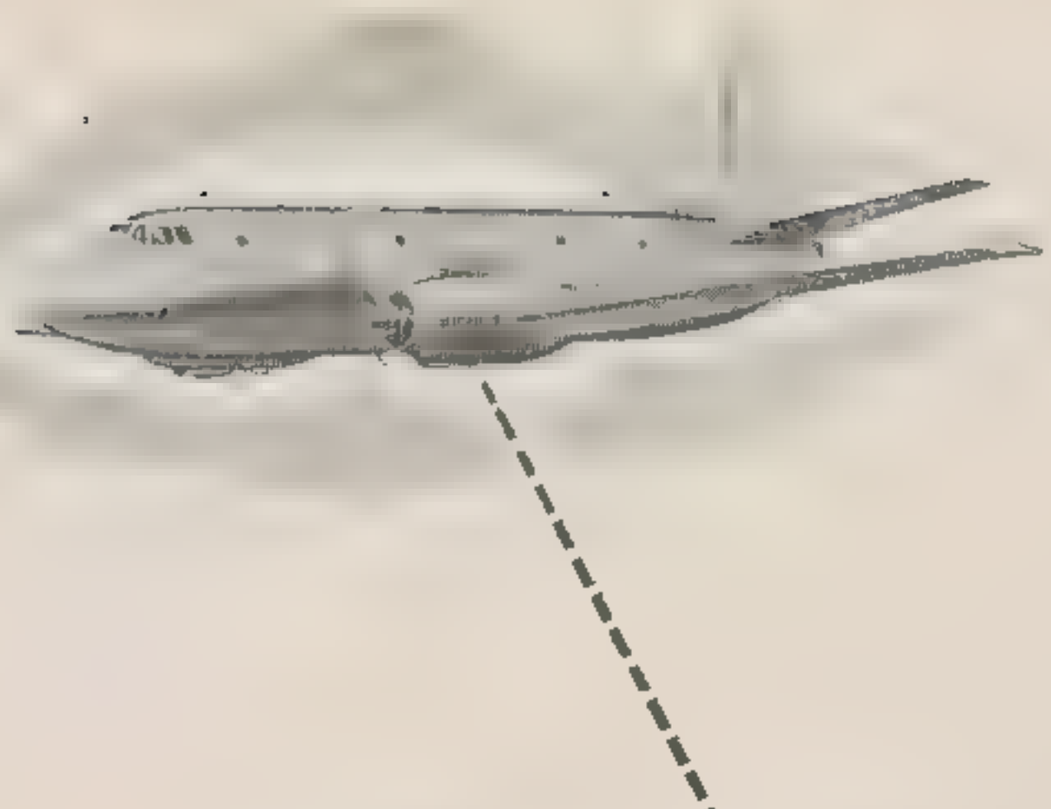


- Operation as low as 5½¢ per ton mile by A. T. A. formula.
- Design gross weight (maximum at take-off) 40,745 lbs. Design landing weight (maximum) 39,045 lbs. Manufacturer's weight, empty, 21,535 lbs.
- Main 6 x 8′ cargo door and forward 5½′ x 3′ cargo door permit simultaneous loading of bulky and small cargo . . . permit pilots, maintenance men to enter cockpit while loading goes on aft.
- Pilot may regulate temperature of cockpit and cargo section separately. Cargo section is insulated, has automatic temperature control.
- Cruising speed, 280 m.p.h. at 15,000 ft at 70% normal rated power. Block to block speeds are 25 % to 50% faster than any comparable cargo plane.
- Take-off distance, over 50 ft. barrier, at sea level (2 engines with water injection) 2,550 ft. Can utilize any airport now used by existing compatible twin or four engined equipment.
- Designed and built in accordance with Civil Aeronautic Authority's new regulation C.A.R. .04 for scheduled transport aircraft, obsoleting designs based on C.A R .03.
- A wide variety of cargo fittings may be quickly installed to accommodate all types of cargo. Walls are protected by paneling to avoid damage when loading cargo.
- Waterproof floor, covered by quickly removable plywood flooring. Entire cargo area may be flushed down without risk of water damage to equipment below.
- Advanced features of larger 4-engined types, yet easily handled by 2-man crew.
- Simple garden hose attachment keeps outer skin of plane wet, interior cool, while loading in hot localities. Waterproof, rainproof fuselage.
- Elastic Mareng fuel tanks . . bird-proof windshield . . . thermal anti-icing . . under-wing pressure fueling . . . bomb-bay type maintenance hatches.
- Cargo compartment of 1909 cu. ft , with aisle, gives ample floor space in relation to cubic content. May be filled to maximum capacity of 15,100 lbs. without crushing low density cargo or stacking to inconvenient heights.
- Operational range, maximum (7300 lbs. of fuel) 1,790 mi.
- Rate of climb at sea level ,take-off weight, normal power) 1,250 ft. per min. Operates with great efficiency at any altitude required to fly above mountainous terrain of west.
- With Martin 2-0-2 and 3-0-3 standard for airlines, cargo operators will obtain better service and maintenance . . . cheaper, more readily available, spare parts.

Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

THE GLENN L. MARTIN COMPANY, BALTIMORE 3, MD.



HIGH PERFORMANCE LOW COSTS...

MAKE MARTIN CARGO PLANES A "MUST"

LOW COSTS? Consider these facts about the Martin 2-0-2 and 3-0-3. No other manufacturer has sold so many postwar commercial planes. No other manufacturer gives you greater value for your equipment dollar! Big sales and quantity production mean low costs for you!

HIGH PERFORMANCE? You know that isolated figures on speed and range mean little. And space does not permit printing complete specs. So we suggest that you contact us and let us supply you with a complete set of specs for your engineers to analyze. Let the slipstick tell the story! See for yourself how the Martin 2-0-2 and 3-0-3 set new standards of efficiency. Prove to your own satisfaction that Martin passenger and cargo planes can boost volume and cut costs for your line! The Glenn L. Martin Co., Baltimore 3, Md.

Travel or Ship by Martin Transport on these Great Airlines

Capital (PCA) • Eastern • Chicago & Southern • Braniff International
United • Northwest • Delta • Panagra • Willis (Cargo) • Cruzeiro do Sul (Brazil)

Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

Here's the Inside Story of the New Martin Airliners!

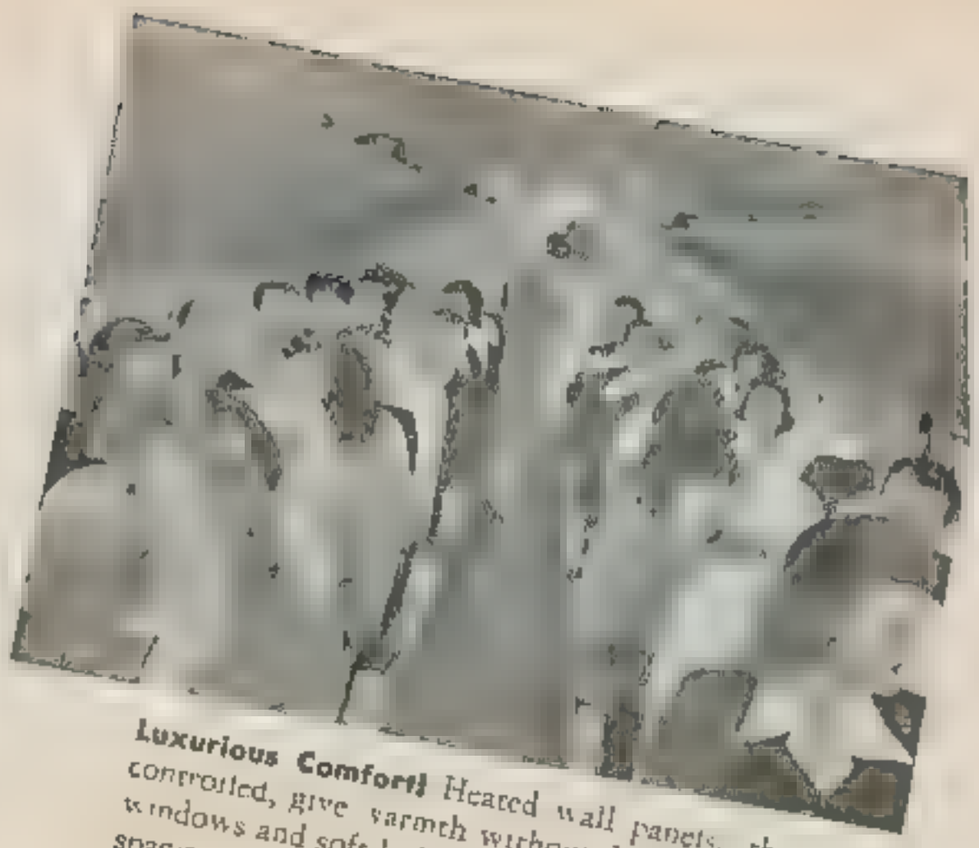
Now being built for nearly half of the nation's airlines, new Martin transports offer the last word in speed, luxury, dependability. While interior arrangements vary according to the needs of the different lines, photos on this page will give some idea of how you'll travel next year when you fly the lines that offer these ultra-modern Martin airliners! The Glenn L. Martin Company, Baltimore 3, Maryland.

Martin
AIRCRAFT
Builders of Dependable ★ *Aircraft Since 1909*

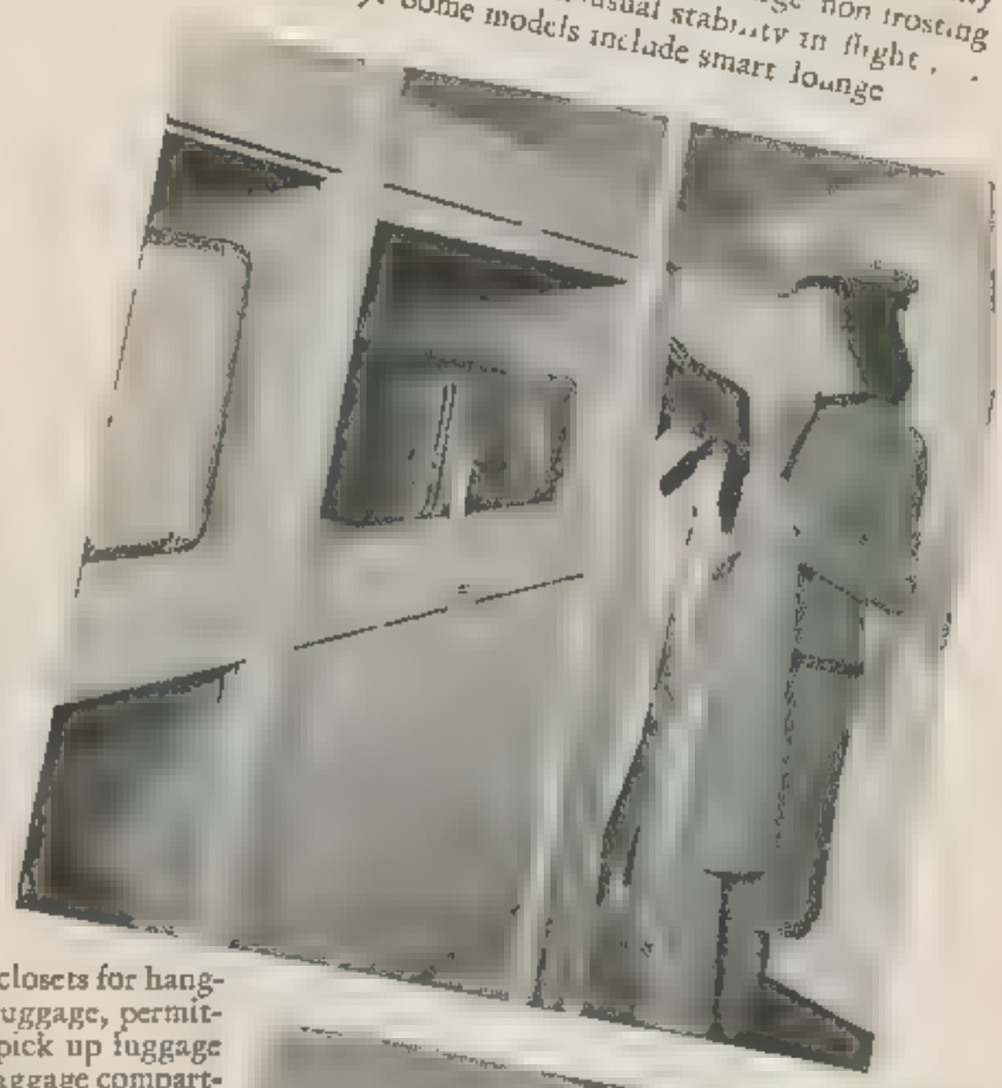
First 6 Airlines To Order These New Martin Transports

***PCA • Eastern • Colonial • Chicago and Southern**
Braniff • United

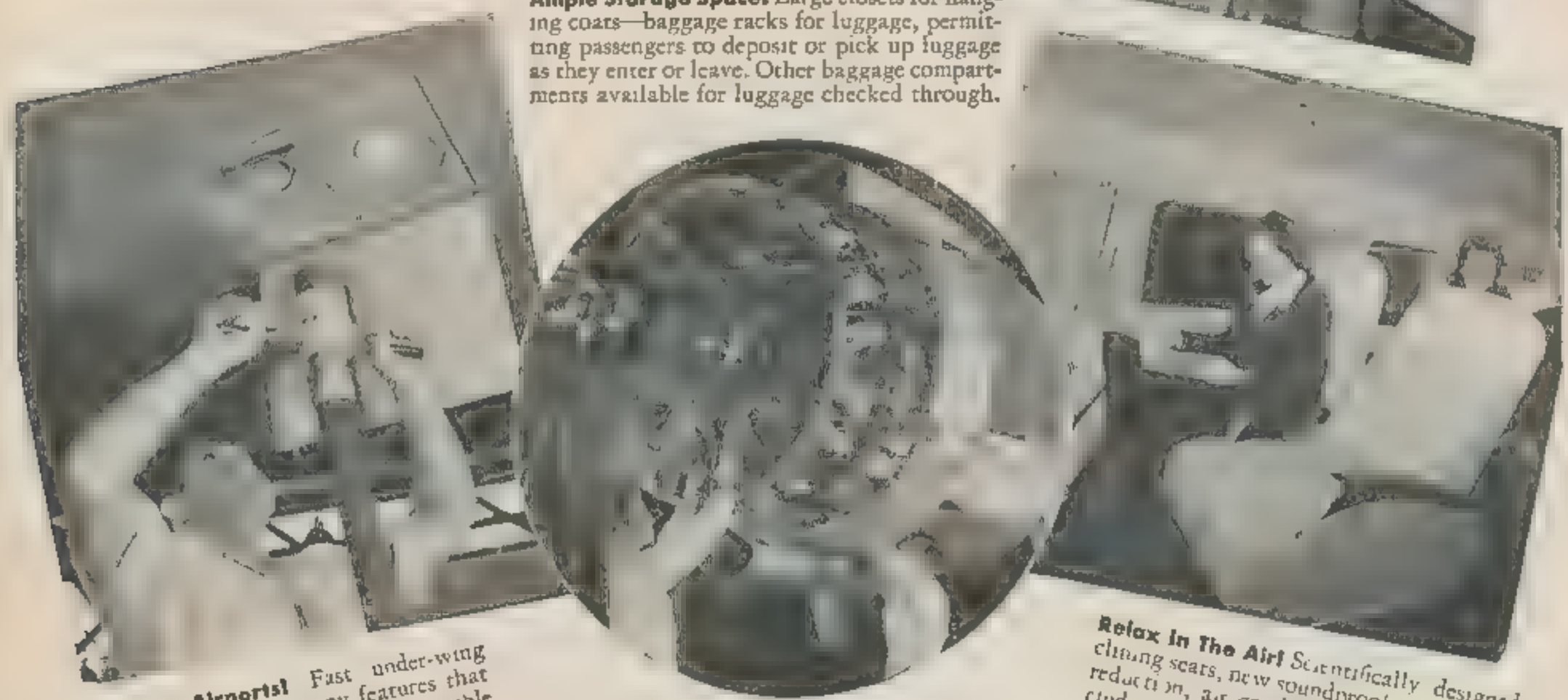
**Reordered within 60 days of placing original order.*



Luxurious Comfort! Heated wall panels, thermostatically controlled, give warmth without drafts. Large non-frosting windows and soft lights . . . unusual stability in flight . . . spacious lavatory. Some models include smart lounge



Ample Storage Space! Large closets for hanging coats—baggage racks for luggage, permitting passengers to deposit or pick up luggage as they enter or leave. Other baggage compartments available for luggage checked through.



Less Time At Airports! Fast under-wing pressure fueling is one of many features that saves time, cuts maintenance costs. Reversible pitch propellers permit plane to back away from passenger waiting station

300 m.p.h.! New Martins cruise at 300 m.p.h. 120 m.p.h. faster than prewar transports—thanks to powerful Pratt & Whitney 2100 h.p. engines, plus jet exhaust thrust, pioneered by Martin in 1939.

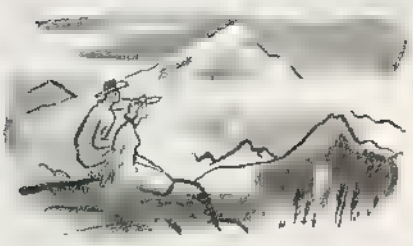
Relax In The Air! Scientifically designed, reclining seats, new soundproofing and vibration reduction, air conditioning. Some models include pressurized cabins for flying over mountainous regions at high altitudes.

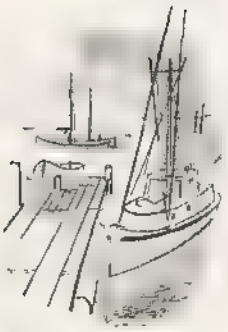
Welding side on all-steel, plywood-lined box car

Builders

Milwaukee Road engineers are always seeking something better in design and methods. ¶ The application of new techniques produced the HIAWATHAS, first of the Speedliners. For freight service, all-welded, plywood-lined steel box cars were developed that carry heavier pay loads with less dead weight. ¶ Milwaukee Road craftsmen build the best that rolls on rails in the Company's complete manufacturing plant at Milwaukee, Wisconsin. ¶ Milwaukee Road men design 'em, build 'em and roll 'em. It's a combination that can't be beat.

THE *Milwaukee* ROAD





Washington

THE EVERGREEN PLAYGROUND

CHOOSE your own tonic in this ever-glorious playground. Visit Grand Coulee Dam and Spokane's Inland Empire of lakes and streams. Explore vital Seattle and Tacoma—gateways to the Orient and Alaska . . . go ferry cruising on island-dotted Puget Sound . . . hike over the glaciers and alpine meadows of Mt. Rainier and Mt. Baker . . . roam the forested Olympic peninsula rising from the Pacific . . . fish, sail, swim, dance, ski. They're all there, the ingredients of a perfect Victory Vacation. While The Milwaukee Road is still engaged in the job of getting our service men home, it's not too early to plan your long-delayed tour of the Northwest via The Olympian.

F. N. Hicks, Passenger Traffic Manager
Chicago 6, Illinois

THE Milwaukee ROAD

Electrified over the Rockies to the Sea

MORRISON LODGE and CABINS

ON HOWARD LAKE
THE PERFECT VACATION SPOT
Attractive log cabins equipped with fireplaces, instant hot water, baths and electricity. Our food is prepared by expert Maine cooks. Excellent trout and salmon fishing, bathing, shuffleboard, badminton. Good golf courses nearby. Miles of hiking trails through woods and mountains.
NO HAY FEVER
Open May 15 to October
Rates: $6.00 and $7.00 a day
Good rail and bus connections
For further information, write
FRANK S. MORRISON
P. O. Box 37 Hanover, Maine

novelties. Paris Hill was the earliest residential section of the township and the birthplace of Hannibal Hamlin, Vice President of the United States with the martyred Lincoln. Nearby is Snow Falls, with a drop of 40 feet to the gorge of the Little Androscoggin River; a Maine Mineral Store, a museum of Maine gems; and Mount Mica, a great source of tourmalines and with one of the most notable pegmatite exposures in the State.

Bryant Pond and Locke's Mills, both on the road from Paris to Bethel, are summer business centers for a surrounding lake and hill area, and have several small industries, notably in wood products. Nearby are the Greenwood Ice Caves, formed by landslides of huge boulders which make up large caverns inside which ice is found in mid summer.

Bethel is a pretty town nestled in the Oxford Hills and along the banks of the Androscoggin River. Its Gould Academy is one of the leading preparatory schools of the State. Songo Pond, Twitchell Pond, North Pond and Lake Christopher are in the Bethel-Locke's Mills-Bryant Pond area.

From Bethel Route 26 follows the course of the Androscoggin to North Bethel and Newry, thence northwest to North Newry, Grafton and Upton. North Newry is an agricultural center, with mountains and hills on all sides. Mt. Plumbago in Newry has a greater variety of gems than any other Maine deposit. It is the site of an old lead mine. Screw Auger Falls, where the swirling water of Bear River has worn holes up to 25 feet deep in the solid rock of the river-bed, is one of the many sights in this locality. This entire area is full of deep gorges, caves, and rugged ledge terrain, making it a favorite of hikers and picnickers. Old Speck Mountain and Bald Mountain are separated by Grafton Notch in the trip through this scenic wonderland.

Upton, last town in Oxford County on this route, overlooks Umbagog Lake, source of the Androscoggin River, which drains the Rangeley Lakes region. It is the headquarters for sportsmen and vacationers heading for a region that offers unlimited opportunities for fishing, hunting, boating, hiking, camping, etc.

(Continued on Page 44)

CATHERINE AND BILL VINTON
KEZAR LAKE - LOVELL . MAINE
War's over—
We're open again
Same informal, congenial atmosphere; same program—from lazy resting to paying every minute enjoying—
VACATIONS AGAIN!

HOTEL HARRIS
RUMFORD, MAINE
One of Maine's finer hotels. Modern Fireproof European. Excellent dining room. 100 rooms, 75 baths, unique Tap Room. Storage garage.
Located midway between the White Mountains and the famous Rangeley Lake Region on Route 2
A. C. JACKSON, Owner and Manager

Evans Notch Lodge and Cabins
GILEAD, MAINE On Famous Wild River
Near Beautiful Evans Notch
A Home Place Run by Home Folks
Phone 26-2 MR. and MRS. R. C. COLE, Props.

"Cottages and Camps to Rent"
is a special folder issued by us in which are described many places by the seashore and at interior lakes with accommodations of varying character at the price you want to pay.
A copy will be gladly mailed you if you will mail a card to
MAINE PUBLICITY BUREAU
PORTLAND, MAINE

when your plant's in a "CENTRAL" Location!

Locating your factory or warehouse on New York Central helps you *go places* in a double sense. For you are centrally located within comfortable overnight reach of America's largest markets, ports and financial centers. And you have the swift, all-weather passenger service of this Railroad's Great Steel Fleet . . . now adding enough new luxury equipment to make 52 streamlined trains.

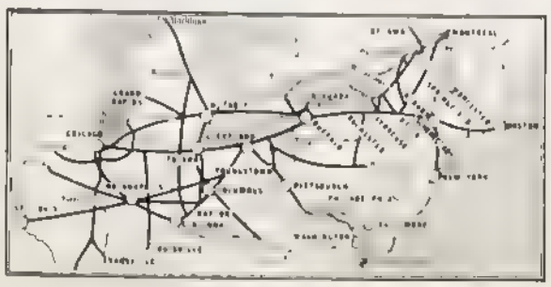
In production, too, such a location helps you *go places*. Your plant enjoys the competitive advantage of being central to 62% of the skilled factory labor, abundant sources of low-cost power and pure industrial water. And you are within efficient, economical reach of some 75% of America's bituminous coal and steel production . . . plus the world's most varied supplies of raw and semi-processed materials.

Ask about plant sites in this key area

New York Central Industrial Representatives, listed below, have on file information about a wide variety of strategic sites available along this Railroad's 11 000-mile rail network. They are prepared to undertake surveys to search out special advantages you may need. Let them help you find the "central" location that will make it easier for you and your company to *go places* in the years ahead.

BOSTON	South Station	A. E. CROCKER
CHICAGO	LaSalle St. Station	H. W. COFFMAN
CINCINNATI	230 East Ninth St.	G. T. SULLIVAN
CLEVELAND	Union Terminal	A. J. CROOKSHANK
DETROIT	Central Terminal	A. B. JOHNSON
PITTSBURGH	P. & L. E. Terminal	P. J. SCHWEIBINZ
NEW YORK	466 Lexington Ave.	W. R. DALLOW

In other cities, contact our nearest Freight Agent.



NEW YORK CENTRAL SYSTEM

NEW YORK CENTRAL

The Water Level Route

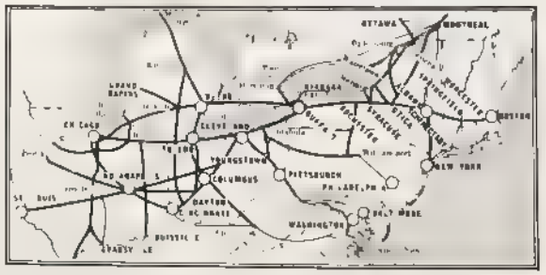
A City is Born...

As 400 New Plants Pick "Central" Locations

LAST YEAR, 400 new industries sprang up along New York Central ..enough, if grouped together, to create a major manufacturing city with products ranging from automobiles to feminine finery. When you choose the site for *your* new plant, add up the advantages which attracted those industries.

This area is home to 64% of America's skilled factory labor. Within it is concentrated over half the buying power of the nation. Its harbors handle 80% of Atlantic Coast imports and exports. It offers abundant electricity and industrial water. It produces three-fourths of the country's bituminous coal and steel, plus the world's greatest combination of raw and semi-processed materials.

And binding those industrial advantages together is the modern, 11,000-mile rail network of New York Central... now investing $100,000,000 to bring finer freight and passenger service to whatever "Central" location you select.



Ask about plant sites on New York Central

The Industrial Representatives listed below have a catalogue of government-owned industrial plants in this area. They are also prepared to carry out surveys to find special advantages you may need. Let them help you find the right spot for your plant or warehouse . a location that will be "central" in every sense!

Industrial Representatives

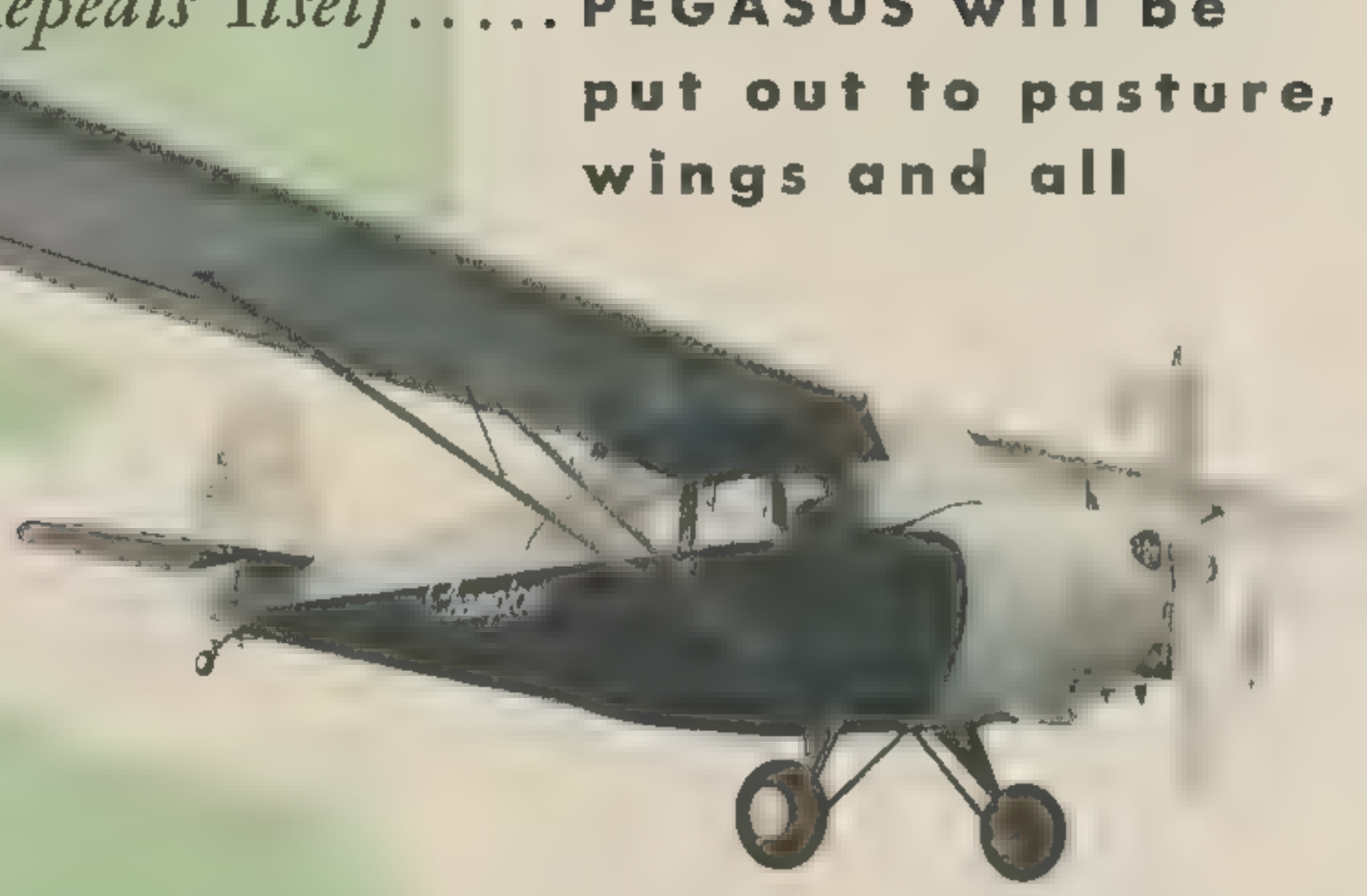
BOSTON	South Station	A. E CROCKER
CHICAGO	La Salle St. Station	H. W. COFFMAN
CINCINNATI	230 East Ninth St.	G T SULLIVAN
CLEVELAND	Union Terminal	A. J. CROOKSHANK
DETROIT	Central Terminal	A. B. JOHNSON
PITTSBURGH	P. & L. E. Terminal	P. J SCHWEIBINZ
NEW YORK	466 Lexington Ave.	W. R. DALLOW

In other cities, contact our nearest Freight Agent.

NEW YORK CENTRAL

The Water Level Route

When History Repeats Itself..... **PEGASUS will be put out to pasture, wings and all**



Pegasus, the famous winged horse that carried Bellerophon from here to there in the old days, would have little trouble winning the Kentucky Derby—a few flaps of his wings and he'd establish a new track record! But, wings and all, Pegasus won't stand a chance when Bellerophon goes calling on his best girl, Anteia, for Mr. B. will FLY to Corinth in an Aeronca Champion.

Progress has been the keynote of transportation ever since the first ox-drawn cart was built. In the aircraft industry, yesterday's standards of speed and safety are outmoded by today's advancements in design and construction. With OSTUCO Seamless Steel Tubing contributing important strength-without-weight advantages to every type of U. S.-built plane being manufactured today, The Ohio Seamless Tube Company, a pioneer producer of steel tubing, keeps a step ahead of progress through expert research, experienced craftsmanship and on-time delivery, factors that have made OSTUCO famous in its field.

THE OHIO SEAMLESS TUBE COMPANY

SALES OFFICES Chicago 6, Illinois, Civic Opera Bldg., 20 North Wacker Dr.; Cleveland 14, Ohio, 1328 Citizens' Bldg; Detroit 2, Michigan, 2857 E. Grand Blvd.; Houston 2, Texas, 927 A M & M Bldg.; Los Angeles, Calif., Suite 200-170 So. Beverly Drive, Beverly Hills, California; Moline, Illinois, 225 Fifth Avenue Bldg.; New York 17, New York, 70 East 45th Street; Philadelphia 9, Pa., 123 S. Broad St.; St. Louis 6, Missouri, 1230 North Main St.; Seattle, Washington, 1911 Smith Tower; Syracuse, New York, 501 Roberts Ave.; Tulsa 3, Oklahoma, Refining Engine & Equipment Co., 604 Ten E. 4th St. Bldg.
• Canadian representative: Railway & Power Engineering Corp., Ltd. Hamilton, Montreal, Noranda, North Bay, Toronto, Vancouver, Windsor and Winnipeg.

OSTUCO SHELBY OHIO

Plant and Main Office
SHELBY, OHIO

MANUFACTURERS OF SEAMLESS AND ELECTRIC-WELD STEEL TUBING

History DOES *Repeat Itself* . . . . AND SANTA CLAUS IS THE FELLOW WHO REPEATS IT!

Old Santa works only one day a year, but it's a mighty big job he tackles every Christmas Eve! Things could be a lot easier for the jolly old fellow, though, if he'd put his reindeer out to pasture and trade that sleigh for a new transport plane. This Douglas C-74 Globemaster, for example, with its 30-ton payload and 300-mile-an-hour speed, could make old Nick's Christmas job a snap!

There's nothing mythical about the operation of a modern airline. As payloads increase and routes are expanded, the demand for more powerful, more efficient equipment is magnified. American aircraft manufacturers are meeting this demand by constantly improving plane design and construction. OSTUCO Seamless Steel Tubing, with its favorable strength-weight ratio, will, as in the past, figure prominently in the plans for the safer, faster and more efficient aircraft of the future.

THE OHIO SEAMLESS TUBE COMPANY

OSTUCO SHELBY OHIO

SALES OFFICES. Chicago 6, Illinois, Civic Opera Bldg., 20 North Wacker Dr.; Cleveland 14, Ohio, 1328 Citizens' Bldg.; Detroit 2, Michigan, 2857 E. Grand Blvd.; Houston 2, Texas, 927 A M & M Bldg.; Los Angeles, Calif., Suite 200-170 So. Beverly Drive, Beverly Hills, California; Moline, Illinois, 225 Fifth Avenue Bldg.; New York 17, New York, 70 East 45th Street; Philadelphia 9, Pa., 123 S. Broad St.; St. Louis 6, Missouri, 1230 North Main St.; Seattle, Washington, 1911 Smith Tower; Syracuse, New York, 501 Roberts Ave.; Tulsa 3, Oklahoma, Refining Engine & Equipment Co., 604 Ten E 4th St. Bldg.
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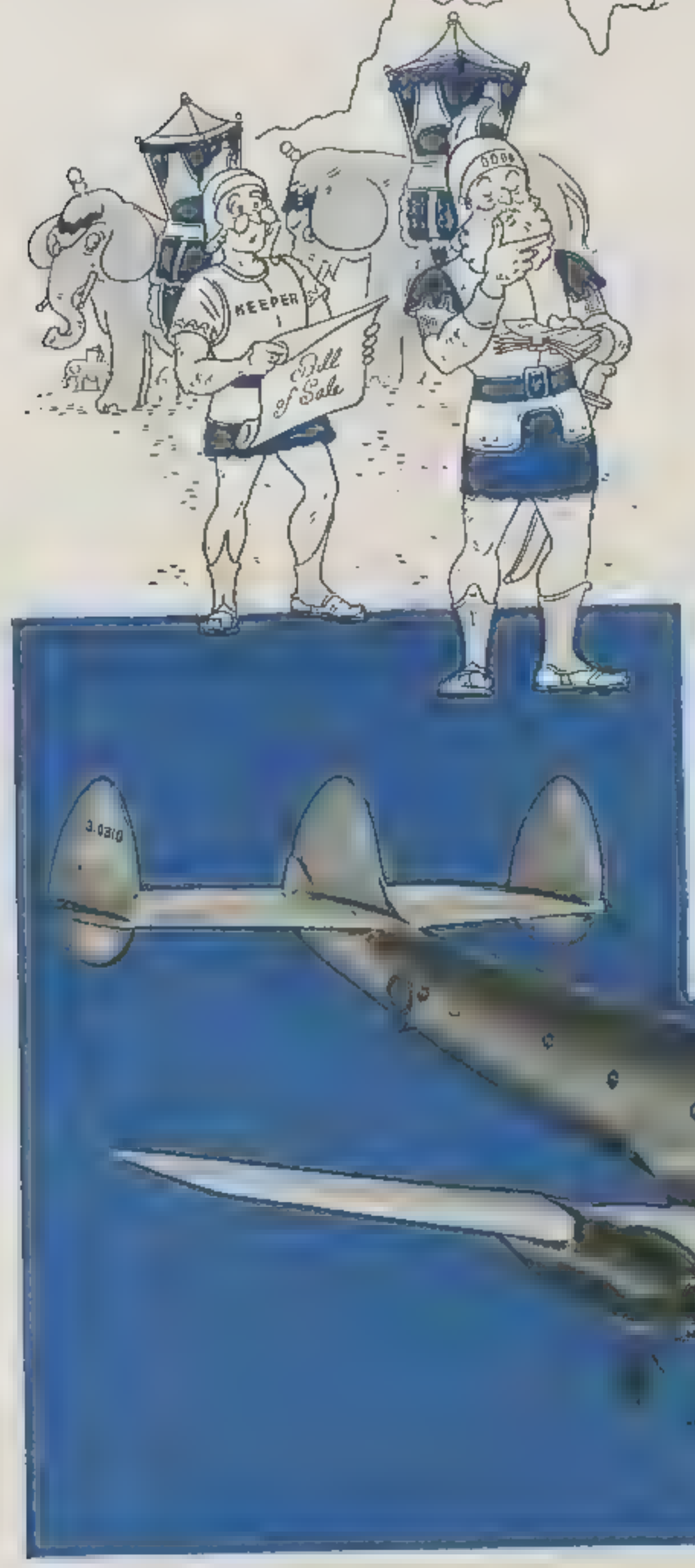
Plant and Main Office
SHELBY, OHIO

MANUFACTURERS OF SEAMLESS AND ELECTRIC-WELD STEEL TUBING

When History Repeats Itself....



Hannibal can sell his elephants to the zoo and *FLY* the Alps

The way they tell it, Hannibal had quite a time getting his army over the Alps back in 218 B. C. He finally made it, after a tough winter, using elephants for troop and cargo transportation, and eventually sneaked down into the valley to give Scipio a good trouncing. Next time, in hours instead of months, he can *fly* his army over in fast dependable ships like the Lockheed Constellation . . . and never mind the ponderous pachyderms.

New history in air travel and air trade is ready for the writing. An important factor in making planes of all types lighter and stronger is, has been and will be OSTUCO Steel Tubing in such vitals as engine mounts, strut assemblies, fuselage frames and hydraulic systems. The *trust* which every major plane manufacturer places in this company is based on skill, experience and high quality standards which are traditionally OSTUCO's . . . from the earliest days of tube making in America

THE OHIO SEAMLESS TUBE COMPANY

OSTUCO SHELBY OHIO

BRANCHES: 20 N. Wacker Drive, Chicago; 1328 Citizens' Bldg., Cleveland; 2857 E. Grand Blvd , Detroit; 927a M&M Bldg., Houston; 170 S. Beverly Drive, Beverly Hills (Los Angeles); 225 5th Ave. Bldg., Moline; 3735 St. James St., Montreal; 70 E. 45th St., New York, 123 S. Broad St., Philadelphia; 1230 N. Main St., St. Louis; 1911 Smith Tower, Seattle, 501 Roberts Ave., Syracuse, 604 Tulsa Loan Bldg , Tulsa, 1016 Mainland St., Vancouver

Plant and Main Office
SHELBY, OHIO

MANUFACTURERS OF SEAMLESS AND ELECTRIC-WELD STEEL TUBING

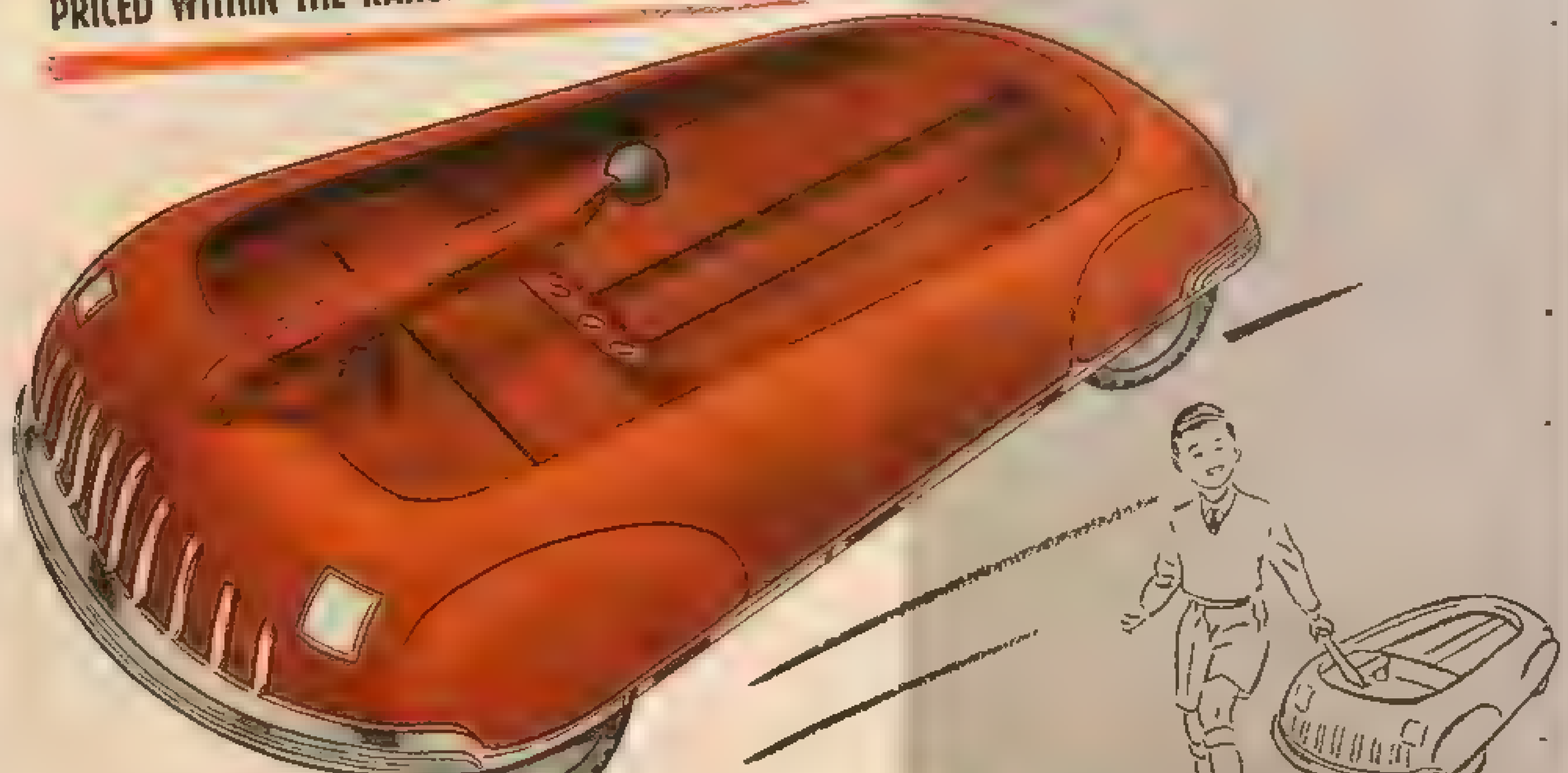
Get on the AUTOWAGON!

N. Y. TOY FAIR
ROOM 576
Hotel McAlpin
March 11-23

THE 1947 AUTO-STYLED, AUTO-ENGINEERED WAGON

CAPTURES THE IMAGINATION OF YOUNGSTERS AND PARENTS

PRICED WITHIN THE RANGE OF ORDINARY GOOD WAGONS



Built Like a Streamlined Auto

Every Specification . . . A SELLING FEATURE

- STURDY STREAMLINED CHASSIS
- INDIVIDUAL WHEEL SPRINGING
- SEMI-PNEUMATIC AUTO-TYPE RUBBER TIRES
- LONG-LIFE BEARINGS
- STEEL DISC WHEELS
- SMOOTH, EASY STEERING
- SIMULATED DASHBOARD, HEADLIGHTS, GRILL
- DECAL LICENSE PLATES
- RICH, OVEN-BAKED FINISH

DIMENSIONS:

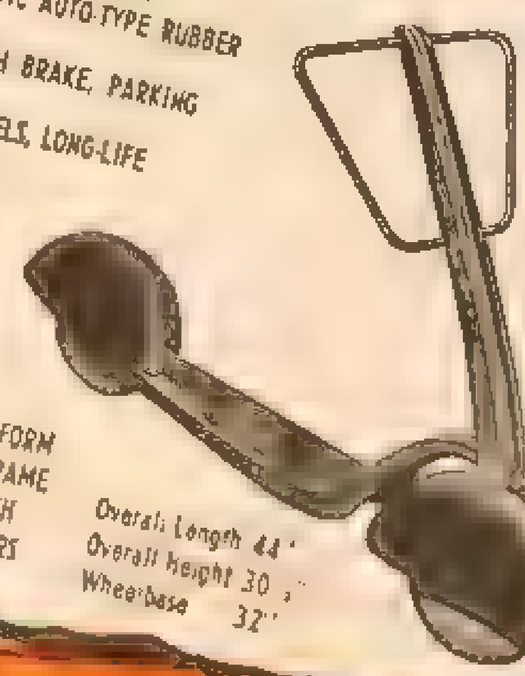
Overall Length 43" Overall Height 13¾" Wheelbase 25"

Mfd. by M. B. W. Mfg. Co., Detroit

"ROADSTER" SCOOTER

Smooth-rolling, Sturdy, Streamlined

STEEL TUBING HANDLE BAR
SEMI PNEUMATIC AUTO-TYPE RUBBER WHEELS
EQUIPPED WITH BRAKE, PARKING STAND
STEEL DISC WHEELS, LONG-LIFE BEARINGS



SPRING-MOUNTED PLATFORM
HEAVY GAUGE STEEL FRAME
RICH, OVEN-BAKED FINISH
FRONT AND REAR FENDERS OPTIONAL

Overall Length 44"
Overall Height 30"
Wheelbase 32"

ROBERTS PLAYTHINGS *Breslin Bldg.* **1106 BROADWAY, NEW YORK 1**

Sole Selling Agents for Eastern U. S.

*Sunlounge is a trade mark and all rights are reserved. Design patent for the design and features of this cruiser has been applied for and all rights are reserved.

on the Wheeler 40′ Sunlounge*

Seven fortunate people can live aboard the Wheeler 40′ Sunlounge* in greater comfort, and with a more serene enjoyment of life on the water, than has ever been imaginable before. In every minutia of its appointments and its authentic modernity of design, this cruiser, first-announced of the Wheeler standard fleet, is a salty, sea-faring boat of honest, rugged construction in the Wheeler tradition, of which blue-water sailors will be inordinately proud; prouder with every passing year.

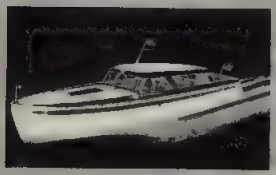
At left—The steering column of the Wheeler 40′ Sunlounge is a significant example of functional planning. The compass is set flush, with elliptical magnifying top and radium dial. All controls and switches are strategically placed for instant, fingertip control. The steering gear is a new ropeless, positive-action Wheeler design.*

WHEELER SHIPBUILDING CORPORATION

FOOT OF 45TH STREET AND EAST RIVER, WHITESTONE, L. I., NEW YORK CITY

AN HONORED NAME IN SHIPBUILDING

Gracious living afloat: Wheeler interpretation



THE WHEELER 40' SUNLOUNGE* *has comfortable sleeping accommodations for seven. Other cruisers in the Wheeler Standard Fleet: 28', 32', 36', 40', 53', 86'. Your authorized Wheeler dealer is now taking orders for delivery.*

Close scrutiny of the interiors of the Wheeler 40' Sunlounge* reveals how complete has been the break with outworn tradition, in the planning for comfort and gracious living aboard this distinguished Wheeler standard cruiser. This boldly original thinking, moreover, goes far deeper than meets the eye. From its very keel upward, the Wheeler 40' Sunlounge is a wholly new expression of modern naval architecture and yacht building method, exemplifies a wholly new *stream-sheered* hull construction. A marked increase in the economy of power, and an advanced standard of safety at sea, are direct consequences.

The Wheeler 40' Sunlounge is a trade mark, and all rights are reserved. Design patent for the design and features of this cruiser has been applied for and all rights are reserved.*

WHEELER SHIPBUILDING CORPORATION

FOOT OF 134TH STREET AND EAST RIVER, WHITESTONE, L. I. NEW YORK CITY

AN HONORED NAME IN SHIPBUILDING

The City of Paris doll house (front view, above; rear view, below) was built by a San Francisco artist. Outside is stucco-finish. Real shingles are on the roof. It has been used for publicity purposes in window displays and mentioned in the toy department's spot announcements over the radio. Children are invited to come in to see the "fabulous doll house." It has real play value. Child can reach into each room. Furniture may be moved about and dusted; floors may be swept; curtains are washable. Note that even the attic is realistically furnished, with miniature attic "antiques." (Photos courtesy City of Paris)

Let the Children Play

By MARGARET M. MASSON

FOR YOUTHFUL San Franciscans, it must be almost as much fun to go down town with Mother as it is to go to the neighborhood playpark, when Mother takes her offspring into the City of Paris toyland. In this large toy department, the "welcome mat," figuratively speaking, is always out. There isn't a "Keep-Out" sign or roped off section in sight. Children are *invited* to ride the horses on the merry-go-round, to slide on the slides—to their heart's content.

Mrs. Carol Bodet, department manager, says the merry-go-round is going from morning to night. Is she worried about markdowns? Not Mrs. Bodet! The small amount of damage incurred is more than justified, she believes, by the amount of good-will the "let the children play" policy builds for the department. And the floor demonstrators are bought by schools.

Daily "spot" radio announcements seldom advertise a specific item. Instead, they are used to suggest that parents bring the kiddies in to ride the merry-go-round and, at the present moment, to see the fabulous $585 doll house which the City of Paris had specially built to accomodate the measurements of the minature furnishings which realistically decorate its six rooms—plus attic! The doll house was built by a local San Francisco artist, to Mrs. Bodet's specifications. All the furniture is moveable. Curtains and spreads were "made to order." Among the other highlights are a porcelain bath set, a red and white breakfast nook, a grandfather's clock in the hall. Samples of imported French papers cover the walls. The outside is finished in stucco and the roof has shingles applied in thatched-effect. The house is for sale, but meanwhile it serves as one of toyland's big attractions at the City of Paris. During this Summer's Shrine convention, the doll house was featured in a revolving window display.

Pays to Make Children Feel at Home

It must pay to go "all-out," as the City of Paris toyland does, to entertain the younger generation, for this busy department seems to be growing constantly. A year ago, the space was enlarged by one-third in order to give adequate display to a new and complete line of outdoor equipment. Wheel goods, too, have plenty of room at this store, and there also are specialized sections for stuffed animals, pull-toys, adult games and building sets. Another recent addition is a "Cowboy Shop" featuring complete selections the year around. According to Mrs. Bodet, sales of cowboy merchandise increased tremendously as soon as it was segregated in its own shop.

Well-lighted displays give a carnival-like appearance to the City of Paris toy department every day of the week. Doll house furniture is dramatized in illuminated showcase miniature rooms with walls painted in the correct colors to harmonize with each set of furnishings displayed. Dolls, as would be expected, have a featured section, against a glamorous background of mirrored walls. Children's toys in general are divided into two departments—one for little girls, the other for little boys. In a boys' and young men's shop are pin games, table tennis, electricals, building sets, carpenter tools. A kiddies' book shop is well stocked with childhood's favorite titles.

The price range is extensive going as high as the $585 doll house, and as low as 25c in another specialized section, in front of the wrapping desk, which is called the "Pick-Up Booth." In this display are all manner of inexpensive toys: airplanes, trucks, autos, tops, balls, small boats, roly-polys, crayons and chalk—anything and everything that might appeal on the spur of the moment just before the customer leaves the department as the major purchase is being wrapped.

The City of Paris is one department store which gives toys a window nearly every week of the year. This consistent window display, supplemented by regular newspaper advertising and daily "spot" radio announcements, helps the store do a brisk toy business the year around. With the exception of peak seasons like Easter and Christmas, City of Paris toy ads are usually devoted to single items.

There are ten all-year salespeople in the City of Paris toyland, ranging in age from 16 to 60. The number of employees goes up to 50 at Christmas time. Mrs. Bodet says that all are selling toys not because they simply happened to be placed in that department, but because they are particularly interested in that field. Playthings are their chosen profession—and that goes for Mrs. Bodet, too.

This chic young woman with the French name has been with the City of Paris for a number of years—always in toys. She says that, at one time or another, she has done everything in that department, from wrapping and stock work to selling and the assembling of wheel goods. One might as readily expect to find her selling fashions as toys, but Mrs. Bodet makes it very convincing when she says that as a career she much prefers toys to anything else—including feminine finery. Four years ago, her firm promoted Mrs. Bodet to her present position of department manager.

make '46 your BANNER year!!!!!

Feature True-to-Life Plastic Toys for Speedy, Effortless Sales . . .

Banner Toys click with the entire family — really sell themselves. How the youngsters go for their vivid colors . . . their real-as-life appearance! Parents like Banner Toys, too. They're *so safe, so sanitary, so easy to wash.* Banner builds toys to withstand the rough-and-tumble handling of children at play.

Write for Illustrated Catalog.

Canopy Crib in Baby Pastels

A natural volume producer 4½" x 2½" x 3½" high. In baby blue and pink. *Retail 15c.*

Also available without canopy to be sold as crib or soap dish. *Retail 10c.*

Task Force 58
6 Ships, 6 Planes

A famous fleet for pint-sized admirals — 12 authentic reproductions in multi-color plastic. Aircraft carrier and cabin cruiser, battleship and ocean liner, escorted by a squadron of sleek, streamlined planes. Each ship 4" long. Of course, they float. ***Complete set retails only $1.00.***

SEE US AT THE
Toy Fair
HOTEL McALPIN
Room 567

True-to-life Plastic Toys . . . Built to take it by Banner

Toy Trucks with Moving Parts

4 colorful carriers, equipped to do a job. The *oil truck* has a tank to be filled. The *dump truck* lives up to its name. *Farm truck* with removable sides or *fire truck* with ladders to raise. All have wheels that really roll. Individually boxed. At least 4½" long. ***Retail from 49c.***

ALWAYS ON DISPLAY

The complete Banner line may be inspected at the showrooms of our sales representatives.

NEW YORK
AL MORITZ
1107 Broadway, Room 401
New York, N. Y.

CALIFORNIA
A. H. GREENBERG
1658 Benedict Canyon Drive
Beverly Hills, Calif.

ILLINOIS
H. F. GADE
112 West Hubbard St.
Chicago, Ill.

Party-Time Tea Sets

Pretty as "Mommie's" party dishes — styled in brilliant basic colors The tea pot *looks like the real thing* — actually pours. Will not break when dropped. Heatproof — will not warp — washable and sanitary. Available in several sizes. ***Retail from 59c to $3.00.***

Joy Toy Baby Feeding Set

Makes mealtime fun for the little one. Handle gaily sculpted with clown design. Sturdy, yet light in weight. Heatproof, washable, and sanitary. Pink and blue Each set on individual card. ***Retail 10c.***

BANNER PLASTICS CO. • 150 Bruckner Boulevard, New York 54, N. Y.

SIFO brings to

Yes, SIFO's wood inset puzzles DO bring quality to toyland!

SIFO's puzzles are tops . . . in workmanship . . . in quality . . . colorful and amusing characters. 40 different subjects to choose from—every one a sure "winner" with the children. They're *terrific*, and no two ways about it . . . amusing . . . safe . . . educational . . . colorful!

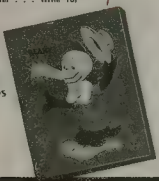
Hollywood's famous cartoon characters are featured in SIFO's wood inset puzzles, with vivid backgrounds that won't wash off or fade off. SIFO puzzles mean entertainment by the hour for children of all ages—fast moving—quick selling. The painted puzzles are 9" x 12", packed attractively in individual boxes . . . individually marked to provide for an easy display.

First in its Field! This attractive, colorful Floor display is NOW Available . . . Write for further details.

FREE . . . A complete series of newspaper mats for consumer advertising in your local newspaper . . . Write for them today.

Order your SIFO puzzles Today!

"it's an All-year 'round gift"



WARNER BROS CARTOONS

Sifo NOVELTY

quality Toyland

Make it your business to see the outstanding Display of colorful puzzles, at the TOY FAIR Hotel McAlpin, New York, March 11th to 23rd.

Room 330

SIFO sweeps the puzzle market by introducing the NEW ALPHABET PUZZLES; new in every sense of the word! Parents will be eager to buy these new puzzles because they fill a primary educational and coordination need. These puzzles are designed by educators. The clever characters and subjects will catch and hold the child's interest for hours at a time . . . will teach the youngster to integrate art, color combination, manual dexterity, reading and social science. They give the slow learner a job he can do successfully and profitably, while helping the bright child to further learning.

Be among the first to carry and display SIFO's sensational NEW ALPHABET PUZZLES . . . ORDER YOUR SUPPLY TODAY . . . IMMEDIATE DELIVERY ON ALL ORDERS.

Note: all SIFO puzzles are wrapped in cellophane—easy to display—easy to sell—easy to handle. In fact there is no loss or pain.

PATENT PENDING

Woolley Lantz

COMPANY - ST. PAUL, MINNESOTA

52′ CONSOLIDATED CRUISER

Triple screws driven by three Diesels make this Consolidated Cruiser most unusual in design. Another departure from standard practice is the crews' quarters aft and owner and guest cabins forward. Designed for 20 miles per hour.

39′ TWIN CABIN PLAYBOAT

Custom-built quality is obtainable in two standard models on the famed Consolidated 39′ Playboat hull. The Twin Cabin Playboat provides accommodations for five with the privacy of two staterooms. The Sedan Playboat has berth accommodations for six. These boats are mates, twin powered, ready for Florida or spring delivery. Speed, twenty miles per hour. Either of these models can be converted to a sport fisherman.

42′ TWIN CABIN PLAYBOAT

Smaller, but no less comfortable for six is this 42′ Twin Cabin Playboat, the larger of the Consolidated standard designs. Twin powered with a speed of 22 miles per hour. Accommodations for one crew member.

BUY BONDS

INSPECT THE NEW **CONSOLIDATED** BEFORE YOU BUY

FOR SIXTY YEARS ..1885—1945...THE GREATEST NAME IN YACHTING

CONSOLIDATED SHIPBUILDING CORPORATION, MORRIS HEIGHTS, NEW YORK 53, NEW YORK

Critics Say—
"BEST CONSOLIDATED EVER BUILT!"

THE SPOTLIGHT IS ON
CONSOLIDATED

Here are assembled the first models of the new Consolidated fleet. Every inch of these vessels is built with the same exactness that has typified Consolidated craftsmanship for sixty years. Working to basic Consolidated requirements of rough weather ruggedness and economy of performance, our designers have produced craft of pleasingly modern lines that combine eye-appeal with roomy, practical accommodations. All these yachts are under construction. We would be happy to have you inspect them or to have the opportunity of discussing with you your specific requirements.

60' CONSOLIDATED CRUISER

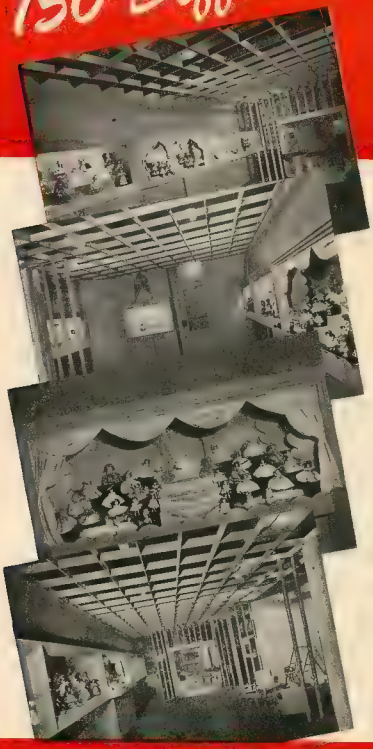
Here is a roomy comfortable cruiser with generous accommodations for eight. It is powered with twin 200 H.P. Diesels giving her a speed of 16.5 miles per hour. Ample fuel tanks are provided to guarantee long range cruising.

150 Different Dolls

Invite you to

The

DOLL LOUNGE



In the Center of the Toy Center

ROOM 532

Hollywood Doll Mfg. Co.

Story Book Character Dolls

96 Story-book Character Dolls each in a different costume — attractively boxed individually. Retailing from 98¢ to $2.69.

National Costume Doll Co.

Dolls of All Nations

3 sizes to retail from $2.69 to $5.98.

Child's Table Sets—Teeter-Totter
Doll's High Chair, Cradles,
Auto Seats, Cribs and Swings

Also on Display in the Doll Lounge

Playwriter
Plastic Bead Sets
1946 Metal Doll Carriage
5 Room Doll House

DAVID H. FABER *In the Center of the Toy Center*

ROOM 532 200 FIFTH AVE., NEW YORK 10, N. Y.

Biggest $1 Value

POST-WAR VALUE • PRE-WAR PRICE

5 ROOM DOLL HOUSE

1946 Doll Carriage

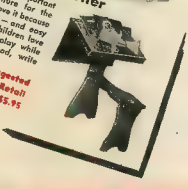
Steel and leatherette throughout. Completely collapsible—weighs 19 lbs.—4 bow folding adjustable hood. Individually boxed—two to a carton.

Suggested Retail $12.95

New Alderwood Playwriter

Not a toy but an important piece of furniture for the child. Parents love it because it's educational—and easy to tuck away. Children love it because they play while they learn to read, write and draw.

Suggested Retail $5.95



Most realistic 5 Room Doll House on the market today to sell for $1.00. Has red awnings, brown roof, stucco walls, brick porch, shrubs, outdoor furniture and high gloss varnish finish for long wear. House is 29" long – 16½" high – 11" wide when set up.

Individually packed in attractive box that sells itself.

2 dozen to carton – shipping weight 55 lbs.

DAVID H. FABER *In the Center of the Toy Center*

ROOM 532 • 200 FIFTH AVE. NEW YORK 10, N. Y.

Adorable!
IS THE WORD FOR
BE SURE TO SEE THEM
WHILE IN NEW YORK
FOR THE TOY FAIR . . .
TRUE TO LIFE — BEAUTY!
Eugenia Dolls are just packed with sales appeal. Their beauty captures the eye . . . stimulates the imagination . . . loosens purse-strings wherever they're displayed! To show them is to sell them!
GORGEOUS DRESS CREATIONS!
Authentic fashions, created by a leading stylist, distinguish every doll that bears the Eugenia label. Little mothers will adore the glamourous, colorful outfits that make Eugenia Dolls stand out in a crowd!
ORIGINALITY . . . PLUS!
There are real ideas in the Eugenia line—ideas that cause eyes to glow with joy . . . and hands to reach in anticipation. These ideas will mean sales and profits to you . . . the fastest turnover in the doll field!
An 18" beauty in a two-piece suit and matching hat; movable arms and legs; eyes open and close.
A TOUCH OF PARIS
COPYRIGHT 1945

eugenia dolls

From Eugenia's collection of composition Miniature Dolls

A

B

C

A—"Bridesmaid"—6 inches of sentimental loveliness.

B—"Wednesday"—a Eugenia Doll-of-the-Week; 6 inches.

C—"Graduate"—one of Eugenia's classmate series.

See these and other profit-makers at

MURRAY K. RICHSTONE & CO.

200 FIFTH AVENUE, NEW YORK 10, N. Y., GRAMERCY 3-4894

eugenia doll co.

752 BROADWAY • NEW YORK 3, N. Y.

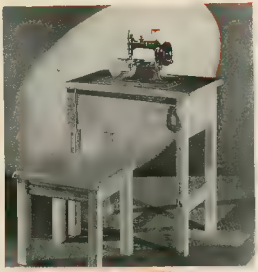
MODEL 45 STITCH MISTRESS: Sewing machine only. Hand operated. 6¾" high. 8" long. Finished in a choice of bright colors: red and white, green and white, or blue and white. Attractively boxed.

Made by Genero Machine Works

Every little girl will want the new improved STITCH MISTRESS Sewing Machine. It's just like Mother's and it *really sews* – sews any length of stitch desired – *sews so well that Mother can use it as her portable sewing machine!* This new and exciting toy is available in three new realistic models, including two beautiful cabinet models complete with handsome sewing stool!

STITCH MISTRESS is not just a "play" sewing machine – it is a durable, all-metal, *precision* sewing machine developed and manufactured by the Genero Machine Works. Its new one-piece aluminum-cast body assures rigidity and long life. Two simple adjustments control length of stitch. STITCH MISTRESS is *guaranteed to sew*. Offered in three bright color combinations – red and white, green and white, or blue and white. Each machine is factory tested, ready to thread and operate.

STITCH MISTRESS will sell on sight! There's no other toy like it! Order today for immediate delivery. Write or wire.



MODEL 50 STITCH MISTRESS with **CABINET AND STOOL:** All the sew-ability of Model 45 plus a sturdy, good-looking cabinet and stool, beautifully finished. Machine swings into cabinet when not in use, cabinet serves as table or desk.

Model 50 (Natural finish on cabinet and stool).

Model 50A (Choice of finish on cabinet and stool, red-white, green-white, or blue-white).

MODEL 60 STITCH MISTRESS with **FOOT TREADLE:** Even more exciting because it operates by *foot treadle!* Mounted on sturdy sewing cabinet, complete with stool. Machine swings into cabinet when not in use.

Model 60 (Natural finish on cabinet and stool).

Model 60A (Choice of finish on cabinet and stool—red-white, green-white, or blue-white).

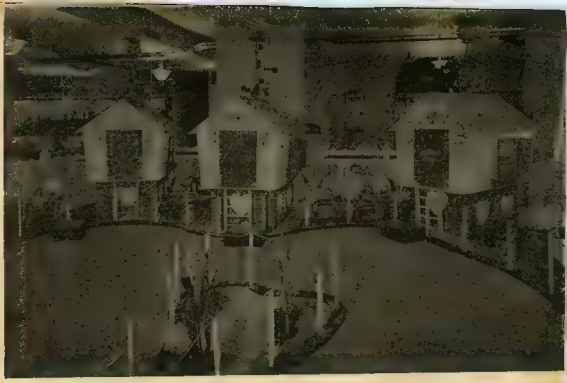
Exclusive Sales Agents for the Manufacturer

BURKE-MAYER & ASSOCIATES

[illegible]th Street • Los Angeles 14, California

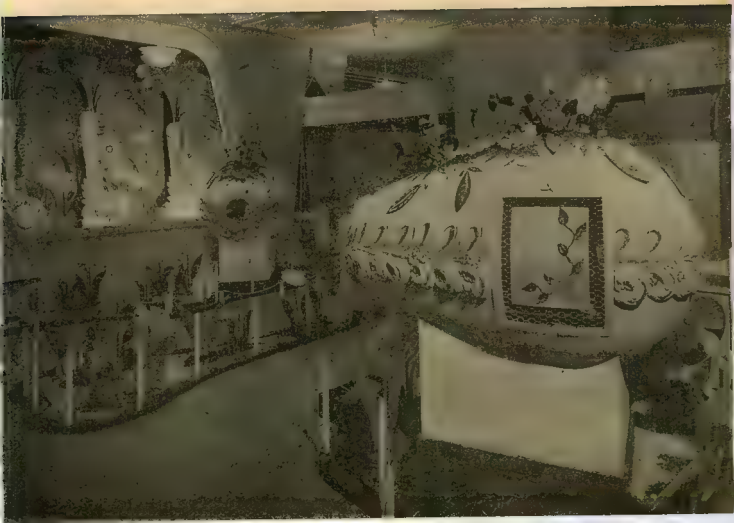
Toy men's thoughts are turning to Easter which falls on April 21st, 1946. Here are four views of one of the most interesting and colorful displays, in recent years, at R. H. Macy & Co.

Easter Display at



Huge Easter eggs provided fascinating peep-shows for the children. There was plenty of other entertainment in the usual Macy style. Sales were brisk in every section of the toy department.

Macy's in New York



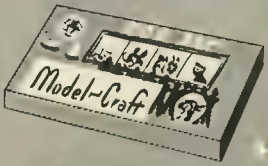
Four New Stars
IN THE
Model-Craft
CONSTELLATION
Once again MODEL-CRAFT — pioneers in year around molding and coloring sets — takes another step forward!
All through 1945, MODEL-CRAFT sets continually broke sales records. The Year 1946 looms as an even greater sales maker.
Four new numbers — a FARM SET . . . a ZOO . . . an INDIAN SET . . . and an INTERNATIONAL-SET . . . have been created and designed to maintain the sales pace of other numbers in the line. Visit our Toy Fair Exhibit for complete details.
Model-Craft Inc.
521 W. MONROE ST. · CHICAGO 6.
BOB FREEDMAN
GORDON WOLKENBERG
200 Fifth Avenue Suite 430
New York, N. Y.

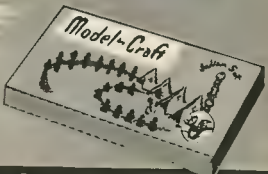
Again Setting the Pace

Model-Craft

Announces

A
QUARTET OF
NEW AND SENSATIONAL
SELLERS!





Thousands of dollars . . . infinite patience . . . plus a "know-how" for creating sales numbers comprise the new numbers above. A complete line of accessory molds available for sets shown. Disney sets too will continue as best sellers. Visit our Toy Fair Exhibit.

Model-Craft Inc
521 W. MONROE ST. · CHICAGO 6.

BOB FREEDMAN
GORDON WOLKENBERG
220 Fifth Avenue Suite 4
New York, N. Y.

OWENS

OWENS 3-CABIN FLAGSHIP

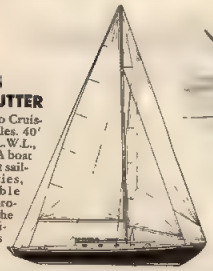
Never before so spacious and seaworthy a cruiser! Everything essential for cruising comfort. Owner's stateroom aft with private lavatory and shower. Twin-screw gasoline power, standard equipment. Speed—18 m.p.h. and better. Diesel power optional.

OWENS 2-CABIN FLAGSHIP

Surpasses your greatest expectations! Regular equipment includes complete appointments for living and operating—fully equipped galley, comfortable sleeping berths for 4 to 6, large lavatory. Speed—17 m.p.h. and up.

OWENS AUX. CUTTER

Designed to Cruising Club rules. 40' L.O.A., 28' L.W.L., 5'8" draft. A boat of the fastest sailing qualities, comfortable and able: produced in the enviable efficient Owens manner.



OWENS 1-CABIN FLAGSHIP

Here's luxury in everything but price. 13' sedan cabin, complete lavatory, sleeping accommodations for 4, spacious galley. Speed —20 m.p.h. and up.

FISHERMAN-UTILITY MODELS AVAILABLE ON ANY FLAGSHIP HULL

SO STAUNCH AND ABLE... SO LIVABLE AND ENDURING

Confidence is your mate, safety your assurance, when you skipper an Owens. Years and years of thorough engineering are behind each Owens Flagship—engineering directed particularly to *cruisers* between 26 and 42 feet—purposeful engineering to develop the greatest strength of hull construction known—Owens' Monocoque hulls.

Sea-ability . . . smooth, steady and comfortable sea-ability . . . is yours when you skipper an Owens. For capable hull design comes only from long experience and skillful naval architecture. It takes both. Ask any Owens owner whose able hull has cruised many a mile of open salt water, and most of them have, how she performs. Low center of gravity, modern round bilge design, favorable beam-length ratio, and raised deck freeboard are only a few of Owens' hulls more capable points.

Livable, home-like comforts are yours when you skipper an Owens—in any one of the carefully selected models. All boats under 50 feet, in so far as their use and regardless of their individual lengths, fall into one of three classes: 1-cabin, 2-cabin, 3-cabin. Be sure you are not paying for one of the larger classes without getting the benefits of increased privacy and accommodations. The "knack" of being able to better use every inch of space is *already* Owens' outstanding yachting contribution.

Enduring life-time construction is yours in an Owens Flagship. For not only are Owens cruisers built from "good-old-solid" lumbers of oak, mahogany and cedar, bronze fastened, and salt water equipped—but scantling sizes are husky and lumber is preservative treated, air dried and seasoned. "Air conditioning" and entire inside hull air circulation are *your* design features of each Owens cruiser.

You can expect great things from your Owens. See your nearest Owens distributor today—or write Owens Yacht Company, 28 Stansbury Road, Baltimore 22, Md.

OWENS FLAGSHIPS

"SEAWORTHINESS STEMS FROM THE HULL"

BLAZE NEW SALES TRAILS WITH PRAIRIE

COWBOY OUTFITS *and* HOLSTER SETS

They're as excitingly original as a rodeo. And just as authentic! Kids' imaginations are fired by PRAIRIE RANGER realism. Takes 'em thru adventures they'll never forget. Adults' gift-buying urges are excited by PRAIRIE RANGER superior quality and value. Makes 'em feel like "coyotes" if they don't get the youngsters genuine PRAIRIE RANGER. As to dealers—their enthusiastic admiration is aroused by PRAIRIE RANGER'S proven ability as a "dead shot" for profitable sales every time.

There's a full line of PRAIRIE RANGER cowboy suits, all leather outfits, fur and leather holster sets. See them all in our permanent showrooms at 200 Fifth Ave.

PRAIRIE RANGER *Cowboy Outfits* manufactured by

CLASSY PRODUCTS CO., 54 PARK PLACE, NEW YORK 7, N. Y.

RANGER

HERE ARE TWO OF THE HOTTEST SELLING

PRAIRIE RANGER OUTFITS

PRAIRIE RANGER COWBOY OUTFIT #136. 9-piece suit with genuine fur chaps and fur holster, complete with hat, kerchief, gun, belt, vest, shirt, lariat, in colorful new box shown.

Suggested Retail Price $5.95

PRAIRIE RANGER HOLSTER SET #33. 2 all metal click pistols. Genuine all leather jewel-trim holsters, with leather belt. Assorted color holsters — red, white, tan. Box illustrated. Suggested Retail Price $1.98.

Selling Agents:

SAM DRELICH & ASSOCIATES
Rooms 319, 321, 325
200 FIFTH AVENUE, NEW YORK 10, N.Y.

ROBIN TOYS

PUT THESE STAR

NOW regularly advertised to

25 MILLION READERS

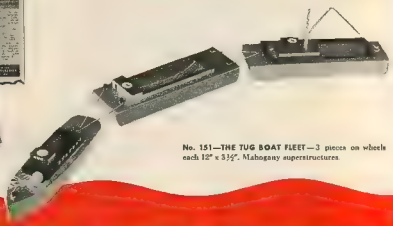
America's greatest "circulation" . . . the American Weekly . . . reaching 8½ million families every Sunday has been chosen to tell your customers about Robin Toys. They are being told to ask for them in *your* store. Two sales-building ads appear in this great advertising medium during the month of March. And that's only the beginning!

BRAND NEW ITEMS—BRAND NEW PACKAGING

You'll discover plenty of newcomers in the Robin line . . . and you'll see greater sales-magic in them than ever. Every single item is beautifully packaged for eye-appeal as well as your handling convenience. If you are one of the thousands for whom Robin Toys made profit history in '45 . . . just watch '46!

SEE THEM AT ROOM 862
McALPIN—TOY FAIR

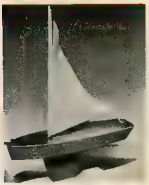
OR WRITE, WIRE OR PHONE FOR PRICES & DISCOUNTS



No. 151—THE TUG BOAT FLEET—3 pieces on wheels each 12" x 3½". Mahogany superstructures.

ROBERTS INDUSTRIES

"SAILS" MEN TO WORK IN YOUR TOY DEPARTMENT



No. 152—THE CLIPPER—a real sailer 12" x 3". Single sail and steel keel. Includes stand.

No. 153—THE RAINBOW—a 15" x 3½" twin sail. Steel keel and rudder. A beautiful performer. Includes stand.

No. 154—THE ROYAL—a 20" x 4½" sailer of royal line. Leaded steel keel and rudder. Includes stand.

No. 155—THE CARDINAL—a deluxe sailer with hand shaped mahogany mast and sail. 20" x 15". Includes stand.

No. 134—THE OCEAN CRUISER—new, exciting. Quality at popular price. 12" x 2¾". Mahogany hull.

No. 148—THE SEA GULL—a best selling pull toy 12" x 4" with 12" mast and sail.

No. 1—THE SO BIG WAGON. 12⅛" x 18½". Filled with hard maple blocks. Baked enamel non-toxic paint. A fine toy.

No. 136—THE AMERICA—Biggest and best of all. 24" x 5". Has everything. Leaded steel keel. Stand and rudder.

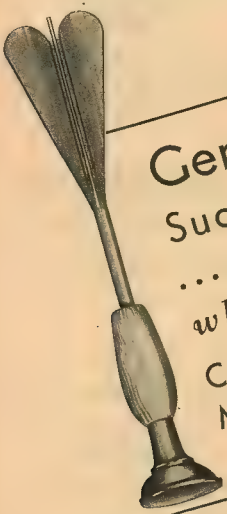
PLUS

ONE OF THE FINEST SALES BOOKLETS FOR CHILDREN YOU EVER SAW

With the Robin line, your first sale is likely to be the beginning of a chain of sales. Each item, regardless of price is packed with an appealing children's catalog . . . written for children in a way no grown-up can resist . . . as colorful as a taffy.

SALISBURY • MARYLAND

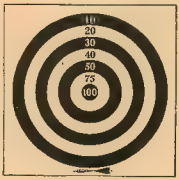
2 NEW Dollar "Naturals" for Volume and Fast Turnover



Genuine LATEX
Suction Cup DARTS
...Complete Games
while 200,000 last
Capture the JUNIOR
MARKET in Your Area
Remember: Genuine LATEX

Also
Complete Dart Games
from $1.50 up... several
illustrated below

INNOVATION



All thru the Year

Double Sided

QUALITY

Dart Games

complete with
Innovation Darts
for Volume Selling

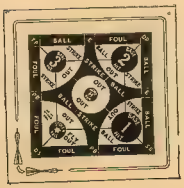
at

ONE DOLLAR

INDUSTRIES

1113 Belmont Ave.
Chicago 13

See the New Innovation Dart Games at our Permanent New York Showroom Riemann Seabrey 1107 Broadway and also at 800 McAlpin



Buy your Dart Games from the firm that has done so much successful pioneering

. . . for BIG PROFITS

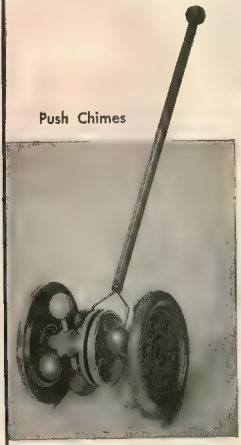
in Volume Merchandising including the famous

STEEL-WELDED NEEDLE

toys that RING

GONG

Push Chimes



Pla Phones

80 ACTIVE YEARS
of consistent growth and progress . . .
and still planning new and better toys

the GONG BELL Manufacturing Co.

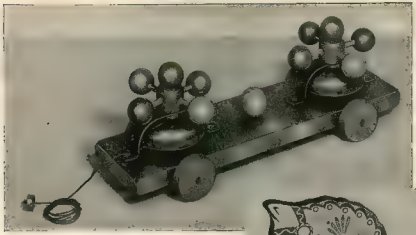
Walter H. Rhone
Fannie Gertler

Booth 324

200 Fifth Ave., New York City
factory at East Hampton, Conn.

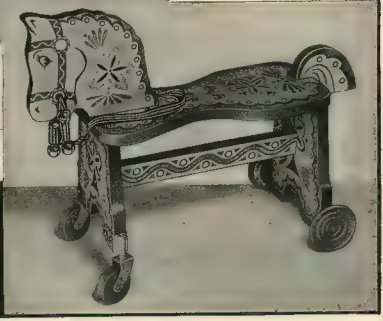
when you *Push Pull Dial Ride* them...

BELL TOYS



Pull Toys

Rider Toys



We illustrate here just a few of the many GONG BELL headliners, crowded with color and ACTION.

the GONG BELL Manufacturing Co.

200 Fifth Ave., New York City
factory at East Hampton, Conn.

the original

wood

1 Here's the Sensational New Edition
WOODETTE LIBRARY

The realization of every child's dream —Children's Story-Book Characters in all their glory. Little wooden figures ready to be put together and paint. The unusual construction compares with the fine workmanship of the old Swiss wood carvers art. Colorfully packaged, 6 individual characters and backgrounds, (1) Alice in Wonderland (assembled and ready for painting), (2) Jack and the Beanstock, (3) Robin Hood, (4) Little Jack Horner, (5) Mary, (6) and her Little Lamb.

2 A Proven Success Back Again in New Improved Packaging
WOODETTE CIRCUS

Woodettes are an educational toy of outstanding play value and proven sales success. These little figures of circus animals are individually boxed ready to assemble and paint. Woodette Circus includes (1) The Lion, (2) The Giraffe, (3) The Dancing Bear, (4) The Hobo Clown, (5) The Elephant (assembled and ready to paint) Each package also contains Animal Cages, Ticket Sellers Box and Refreshment Stand.

ettes

4 Toy MUSTS!

Combining

STEEL-ALUMINUM-PLASTIC-WOOD-RUBBER

to Produce Two of the Finest Constructed, Most Attractively Designed and Moderately Priced *Action* Pull Toys in America!

3 WOODETTE Model 3 HELICOPTER Pull Toy

Here is the last word in perfect detail. Solid Aluminum Propellers, strut and fenders—Transparent plastic nose with miniature pilot inside—steel gears and shaft—plastic tail—rubber wheels and plastic hub. Propellers whirl as Helicopter is pulled. Package is designed for use as airdrome—sturdy cardboard printed in 3 colors.

New! Sensational! Different!

4 WOODETTE COASTGUARD BOAT Pull Toy

A combination of steel aluminum, plastic, wood and rubber, plus engineering ingenuity, makes this the toy sensation of the year. Constructed of 20 gauge steel, baked enamel finish, plastic oars, steel gears, axles, and rubber wheels. Woodette sailor and oars move as boat is pulled. Package is designed for use as a colorful boat house.

Remember, it takes more than material to make a Toy

Eastern Representative
Tom McGinty
200 Fifth Ave., New York 10

WOODETTES

"YEAR ROUND EDUCATIONAL RECREATION"

MERCHANDISE MART, CHICAGO 54, ILL.

West Coast Representative
Erlach-Lee
San Francisco 3, Calif.

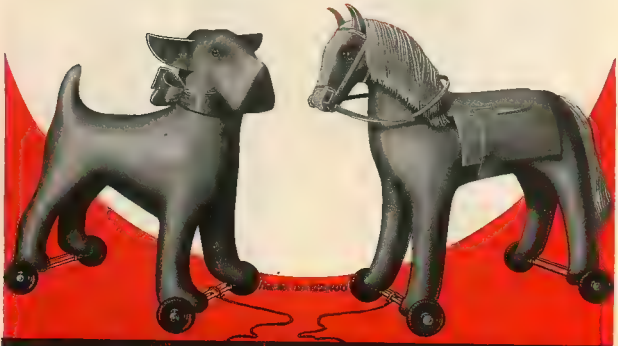
The ROYAL TOYMAKER LINE of WASHABLE STUFFED TOYS

With great pleasure, and an equal amount of pride, we present several unique, outstanding "thorobred" newcomers to the stuffed "animal kingdom!" Extremely well-made of simulated leather, these pull-toys on wheels are DURABLE, WASHABLE and SANITARY...We offer you a large selection in a variety of truly appealing colors. Complete in every detail, even to the plastic rings in the reins of the horse (illustrated), these toys are so realistic children will clamor for them! What's more, they're instructive — parents will delight in buying them to teach their offspring how to recognize different animals. Yes, we firmly believe these toys have what it takes "to take!"

MANUFACTURED BY

ROYAL TOYMAKER COMPANY

368 EAST 10TH STREET NEW YORK 3, N. Y.



REPRESENTED BY

OTIS-LAWSON COMPANY

200 FIFTH AVENUE, Showroom 507, NEW YORK, 10, N.Y.

TOY TOWN CORPORATION
introduces

Pat. No. 2,304,415

SQUEALIE
The PLASTIC PIGGY BANK *with* SOUND

"HEAR ME SPEAK FOR MYSELF!"

"Children and I SQUEAL with joy when a coin is inserted in me . . . I'm molded of smooth, shiny plastic TENITE in pastel hues. My eyes, nose and mouth are hand-painted in bright, contrasting colors. My distinguishing feature is a SPECIAL lock device under my stomach which permits the removal of money without breaking me!" SQUEALIE, THE PIGGY BANK, is in an individual, attractive gift box—3 dozen to a shipping container, F.O.B., New York City.

TOY TOWN CORPORATION
200 FIFTH AVENUE
NEW YORK 10, N. Y.

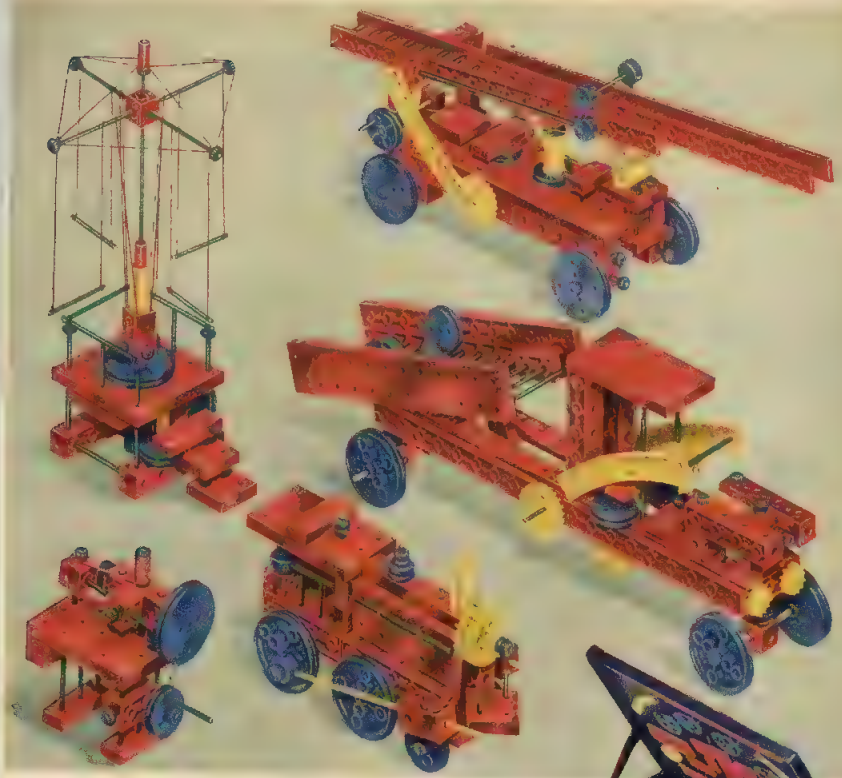
REPRESENTED BY
OTIS-LAWSON COMPANY
200 FIFTH AVENUE, Showroom 507, NEW YORK, 10, N.Y.

"Tech" Master Set...

Boys And Girls! The Tech Plastic Building Set is all you've dreamed of... one that goes together as fast as a whirl! You can build everything from simple cars right up to working mechanical models that duplicate the vital moving parts of [illegible] machinery. Many sturdy, [illegible] You can [illegible] Assembly Instructions explain how. And [illegible] See the [illegible] Shown [illegible] page to Mother or Dad [illegible] a message for them, too.

Mother And Dad: While [illegible] you also find Plastic construction [illegible] Tech [illegible] Not [illegible] anywhere [illegible] to [illegible] what could, you [illegible] for creating the fun [illegible] Catalog but you can be [illegible] Tech. But, if you are interested in the development of creative ability and [illegible] growth [illegible] then [illegible] Tech [illegible] Its [illegible] will [illegible] and [illegible] you [illegible] made's [illegible] engage the imaginary and hold the interest of a boy 12 to 14 years of age.

And remember, you can provide your child with [illegible] Power Pack [illegible] Motor, [illegible] See Page 189 for convenient Monthly Payment Terms



Builds Working Models

Every Model pictured shown on these 2 pages was made with one of the Gilbert Erector Tech sets pictured here. These sets are designed with the pieces and parts to make [illegible] models pictured on this page and as illustrated and described in the instruction booklet. Extra parts are available. Simply and readily with pliers. No nuts or screws are required. Gears and wheels in the sets [illegible] power. A [illegible] and in the [illegible] Bridge Builder booklet shows [illegible] combination of these [illegible] pictures and descriptions.

GIANT TECH SET. Builds 17 models shown in the instruction booklet. You may create [illegible] Set [illegible] pieces and 30 pieces of [illegible] parts. [illegible] Chest [illegible] 48 T2117M Giant Tech Set. Ship. wt. 6 lbs. 2 oz. . . . 11.45

TECH SET. Builds 97 models shown in instruction book plus [illegible] more which you create. Set contains 700 [illegible] pieces and 70 [illegible] parts, [illegible] Chest [illegible] 48 T2148X Regular Tech Set. Ship. wt. 4 lbs. 6 oz. . . . 7.95

THREE SPEED ENGINE to drive motor. Works on 110-120 volt A.C. or D.C. Just [illegible] no transformer needed. Adjustable speeds. [illegible] 48 T4426 Three Speed Engine only. Ship. wt. 1 lb. . . 3.95

Only $ [illegible] Down brings you Both the Giant Tech Set and the three speed Engine. See Page 189 for Terms

Engine Sold Separately

A
R
8 WARDS

Jewelry Gifts for men and women

Mailed from Denver. Order and pay postage from nearest Ward Mail Order House. Gift boxed. Prices include 20% Fed. Tax on lighters (2) and (4); on all bands except (25). Terms ⅓ Down if priced over $10.00; 10% Down if $10.00 or less when included in order of $10 or more. See Page 189. Cases, lighters shown ¾ actual size; bands actual size.

CIGARETTE ACCESSORIES

(1) Ronson Mastercase. Combination lighter and case of satin finish chromium plate. Spring arms hold 14 regular size cigarettes. Press, it's lit, release, it's out.
45 W 5818 DT—*Postpaid*.....$11.95

(2) Ronson Crown Table Lighter. Heavyweight silver plate. Automatic.
45 W 5814 DT—*Postpaid*.....$12.00

(3) Ronson Standard Lighter. Satin finish chromium plated. Automatic action.
45 W 5811 DT—*Postpaid*.....$5.50

(4) Avedon Sterling Silver Lighter. Windproof construction. Automatic action.
45 T 5835 DT—*Postpaid*.....$24.00

(5) Thorens Streamline Automatic Lighter. Bright, patterned chromium plate.
45 T 5833 DT—*Postpaid*.....$6.00

(6) Initialed Flame Thrower Lighter. Non-automatic. Windguard. Modern initial and top is chrome plate. Bottom is black, red or ivory enameled. *Postpaid.*
45 T 5801 DT—*Print initial, color*.....$1.79

(7) "Lido" Cigarette Case. Holds 14 regular cigarettes. Yellow gold color finish. Inside rack presents cigarettes. Black rayon case. *Postpaid.*
45 T 5834 DT.....$7.50

(8) Elgin American Cigarette Case. Two-tone bronzed metal, satin finish. Has brightly polished bands on front; plain back. Holds 16 regular size cigarettes.
45 W 5825 DT—*Postpaid*..... $5.95

(9) (10) Elgin American Matching Compact and Cigarette Case. Yellow gold color engraved design on black or white enamel finish. Holds 12 regular or 9 king size cigarettes. Compact has inside powder door. (White set is pictured on front cover.) *State color: white or black.*
(9) 45 T 5911 DT—Compact. *Postpaid* $3.95
(10) 45 T 5910 DT—Case. *Postpaid*... 5.95

(11) "Clear-View" Combination Cigarette Case and Compact, by Rex. Shell color case with clear lucite cigarette compartment lid. Compact section has gold color plaque with large black initial (except Q-X-Z). *Print 1 initial.*
45 T 5901 DT—*Postpaid*.....$1.95

Ronson Service Kit. 3 long Redskin flints, 1 wick with inserter, instruction book.
45 W 5813 DT—Ship. wt. 4 oz.....25c

Ronson Flints. Bottle of 40. Redskin flints.
45 W 5817 DT—Ship. wt. 4 oz.....$1.20

WOMEN'S WATCH BANDS

Bands, except 14, 17 in loop and ⅜ or 7/16-in. straight end styles. Ship. wt. ea. 4 oz. *Print wrist size and end width.*

(12) Basket Weave, 1/20th 12K gold filled.
45 T 2420 DT—*Print yellow or rose gold and end style*.....$6.95

(13) Double Flat Snake Chain, 1/20 12K yellow gold filled.
45 W 2401 DT—*Print end style*.....$7.20

(14) Expansion Band, 1/20 12K yellow, rose, white gold filled. Loop end.
45 W 2414 DT—*Print color*.....$6.95

(15) Single Strand Flat Snake Chain, 1/20 12K yellow or rose gold filled.
45 W 2402 DT—*Print color and end style wanted*.....$6.00

(16) Single Strand Round Snake Chain, 1/20 12K yellow or rose gold filled.
45 W 2404 DT—*Print color and end style wanted*..... $6.00

(17) Expansion Band, 1/10 10K yellow, white or rose gold filled. Loop and only.
45 T 2415 DT—*Print color*..... $5.50

(18) Link Band, 1/20 12K yellow gold filled.
45 T 2421 DT—*Print end style*....$9.95

(19) Link Band, 1/20 12K yellow gold filled.
45 T 2422 DT—*Print end style*....$3.95

MEN'S WATCH BANDS

All bands except No. (25) in choice of ¾ or ⅝-in. end width. Ship. wt. 4 oz.

(20) Basket Weave, 1/20 12K gold filled.
45 T 2461 DT—*Print red or yellow gold and end width*.....$12.50

(21) Expansion Bracelet in 3 colors.
45 T 2457 DT — Stainless steel. No Fed. Tax. *Print end width*.....$5.95
45 T 2454 DT—1/10 10K gold filled. *Print red or yellow gold and end width*..$9.95

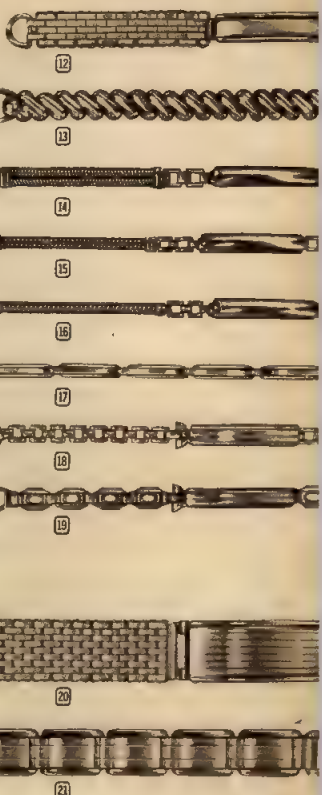
(22) Expansion Band, 1/20 12K gold filled.
45 T 2450 DT—*Print red or yellow gold and end width*.....$8.95

(23) Link Band, 1/20 12K gold filled.
45 T 2458 DT—*Print red or yellow gold and end width*.....$8.25

(24) Link Band, 1/20 12K gold filled.
45 T 2459 DT—*Print red or yellow gold and end width*.....$6.95

(25) Spiral Expansion Band of stainless steel. In ⅝-in. end width only.
45 W 2455 DT—No Fed. Tax.....$1.95

SEE WATCH BANDS ON PAGE 148



CLICK. It's ready to write

CLICK. The point retracts

Write months...even years...without refilling!

EVERSHARP'S "C.A." PEN AND NEW "C.A. RETRACTABLE" THAT NEEDS NO CAP

Imagine a Pen that rarely needs refilling . . . that never leaks . . . never needs a blotter . . . yet writes as smoothly as any you ever used. That's the Eversharp "C.A."—remarkable new sphere-point pen by a company known for quality pens and pencils for over 30 years. Read why this pen is considered the finest of its kind:

WRITES 70,000 WORDS WITHOUT REFILLING. The point—a tiny steel ball that revolves inside the tip—rolls just the necessary amount of ink onto the paper, so that little goes a long way. By actual test, the Eversharp C.A. pen contains enough ink to write 70,000 words, or 6 months' to 3 years' average use. When it does need refilling you can insert a new ink cartridge in a few seconds, without messiness (see photo below).

CAPILLARY ACTION PREVENTS LEAKING. Ink does not flow down in the usual manner, but is drawn to the point by a force known as Capillary Action. Ink starts feeding the instant you begin to write—but can't come out any other way. You can't even shake it out. No more ink-stained fingers—no spoiled letters or ruined clothing due to a leaky pen!

WRITES SMOOTHLY, EVEN ON ROUGH SURFACES. The polished sphere point writes evenly and easily on cloth, leather, wood or tissues, as well as paper. Makes up to 6 or 8 carbon copies.

WRITES DRY. You'll never need a blotter with this pen—it rolls the ink onto the surface, dries as you write. Water won't smear it; you can actually write on laundry or wet photos!

FOR THE ADDED CONVENIENCE of a pen that needs no cap order the C.A. Retractable Pen at right.

(A) C.A. PEN AND PENCIL SET. Plastic barrels with 1/10 14K Gold filled slip cap and clips. Repeater Pencil feeds new sharp leads by pressing the button on top; contains standard 1⅛-inch leads and eraser. *State Color:* Black, Dark Blue, Dark Green or Dubonnet.

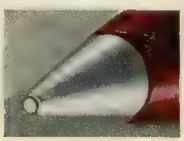
57 W 6516—Set. *Postpaid.* Price $21.50, plus 20% Federal Tax ($4.30). Total $25.80

57 W 6515—Pen only. *Postpaid.* Price $15.00, plus 20% Federal Tax ($3.00) Total . . $18.00

(B) AMAZING NEW C.A. RETRACTABLE PEN. Supreme achievement in writing instruments—a Pen that needs no cap! Has all the features described at left, *plus* a foolproof mechanism that projects the point into position when you want to write, then retracts it when you don't need it—all by a movement of the thumb (see pictures above). Pen is always ready to write in an instant—no cap to unscrew or handle. Takes the place of both pen and pencil for all-purpose writing ease. And you can tuck it in pocket or handbag with perfect safety, because the C.A. pen won't leak. Entire case, finished in 1/10 14K Gold, has a beauty of design rarely equalled. Pen comes in handsome gift box, with instructions.

57 T 6525—Pen only. *Postpaid.* Price . . $25.00, plus 20% Federal Tax ($5.00). Total. .$30.00

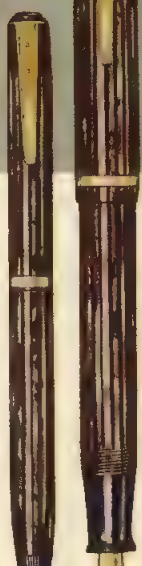
57 W 6517—Extra Ink Cartridge for pens above and at left. Blue-black only. *Postpaid* 90c



Sphere Point writes smoothly

Capillary Action prevents leaking

Refills in a few seconds



Christmas gifts they'll use every day

EVERSHARP, PARKER AND WEAREVER PEN AND PENCIL SETS

E D EVERSHARP "SKYLINE" AND "PRESENTATION" SETS. Favorite models for Everyday writing pleasure. "Magic Feed" ink control with regulator flow to any point for preferred ink. Hard even enough all over. Large, smooth-writing pen points of 14K Gold are tipped with tiny, durable Iridium for longer wear. Convenient lever filling. Eversharp Repeater Pencils feed new sharp leads in an instant just by pressing the button on the end. Supply of standard .1-inch leads and eraser in barrels.

C EVERSHARP "SKYLINE" SET. Smartly styled All-Plastic barrels and caps with 1/10 14K Gold-filled trim. *State Color:* Dark Blue, Dubonnet or Black. *State Fine or Med. pen point.*

57 W 6505 L Men's Skyline Set (shown) *Postpaid* $8.75
57 W 6507 L—Women's Skyline Set (smaller). *Postpaid*.. 8.75
57 W 6504 L—Men's Skyline Pen only. *Postpaid* 5.00
57 W 6506 L—Women's Skyline Pen only. *Postpaid* 5.00

D EVERSHARP "PRESENTATION" SKYLINE SET. Entire caps are 1/10 14K Gold-filled, as well as clips and bands, for more impressive than sets described above. Color: Dark Blue, Dubonnet or Black. *State Fine or Med. pen point.*

57 W 6509 L—Men's Presentation Set (shown) *Postpaid* Price $14.75, plus 20% Federal Tax ($2.95) Total $17.70
57 W 6511 L Women's Presentation Set (smaller). *Postpaid*. Price $4.75, plus 20% Federal Tax ($2.95) Total $17.70
57 W 6508 L Men's Presentation Pen only. *Postpaid*. Price $9.75, plus 20% Federal Tax ($1.95) Total $11.70
57 W 6510 L Women's Presentation Pen only. *Postpaid* Price $9.75, plus 20% Federal Tax ($1.95), Total.. $11.70

GUARANTEE: The Manufacturers guarantee service on all Pens and Pencils on these two pages. Any failure (not due to theft, loss of parts or abuse) will be corrected free. If the Pen or Pencil is returned to Manufacturer, A 35c charge is made to cover postage and handling (35c charge for Wearever)

There's no carrying charge for Monthly Payments on any Pen or Pencil on these pages. Only 10% Down Payment required. See Page 189 *All Pens and Pencils Shown are Actual Size.*

F PARKER "BLUE DIAMOND" SET. Distinctive plastic Pen barrel and cap, transparent, shows ink supply at all times. Vacumatic plunger type filler. Platinum plated, 14K Gold pen point is tipped with osmium for longer wear. Matching "Write-Rite" pencil is propel-repel type with eraser and 2½ inch leads. 1/10 14K Gold-filled caps and bands on both pen and pencil. No color choice. *State Fine or Med. pen point*

57 W 6552 L Pen and Pencil Set. *Postpaid* $12.75
57 W 6551 L—Parker Pen only. *Postpaid* 8.75

F PARKER "51" SET. Once more available—the set thousands have been waiting for! Widely known for its revolutionary design, the streamlined plastic barrel of the "51" pen projects and shields the point . . . helps prevent leaking and drying out, keeps fingers free from it. Slip pen and cap are 1/20 14K Gold-filled. Vacumatic plunger type filler. 14K Gold point is tipped with osmium, writes instantly and smoothly, either with regular ink or special "51" ink. Matching "Write-rite" Pencil has supply of 2 extra leads and eraser. No color choice. *State Fine or Med. pen point.*

57 T 6554 L Pen and Pencil Set *Postpaid*. Price $12.50, plus 20% Federal Tax ($2.50) Total $15.00
57 T 6553 L Pen only *Postpaid* Price $15.00, plus 20% Federal Tax ($3.00) Total $18.00

PARKER "51" PEN AND PENCIL not shown.. Like above but with caps of silvery Lustraloy—a shiny polished metal alloy. No color choice. *State Fine or Medium pen point*

57 W 6536 L—Pen and Pencil Set. *Postpaid*..... $17.50
57 W 6555 L—Pen only. *Postpaid* 12.50

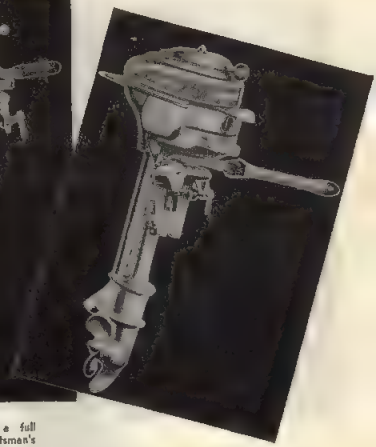
G WEAREVER SET. Inexpensive, yet both Pen and Pencil write smoothly, give good service. Barrels of pearl-effect plastic, 10K Gold-filled clips and bands. Iridium-tipped, 14K Gold pen point (Medium only). Propel-repel type pencil with standard 2¼-inch leads and eraser. No color choice.

57 W 8575 L -Pen and Pencil Set *Postpaid* $3.75
57 W 8574 L Pen only. *Postpaid* 2.75

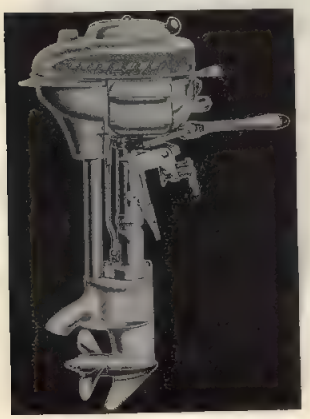
The New Evinrude Outboards

The Evinrude Ranger, a light weight, rugged and powerful motor. Large capacity tank provides three-hour cruising range. Throttles smoothly to slowest trolling speeds. Compact, only 18 pounds. Simplex starter 1.1 O.B.C. certified brake h.p. at 3,750 r.p.m.

The Evinrude Sportsman, a full reversing, all-star sportsman's favorite. Streamlined lower unit provides unrestricted passage for underwater exhaust. Fully weedless rubber-cushioned propeller with protection clutch. Large capacity fuel tank. Simplex starter. 2 O.B.C. certified brake h.p. at 3,500 r.p.m.

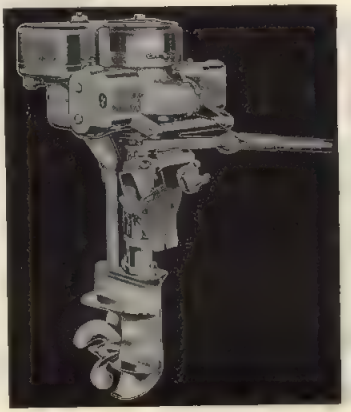


The Evinrude Zephyr, a smooth four-cylinder family boat and fishing craft motor. Drives small runabouts and speed tenders speedily; planes light car-tops. Powerhead floating in rubber. Propeller protection clutch. Simplex starter. Weighs only 46 pounds. 5.4 O.B.C. certified brake h.p. at 4,000 r.p.m.



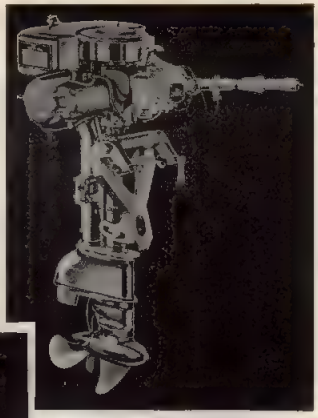
Left: The Evinrude Lightfour, a four for good sized family and fishing boats; planes light hulls easily. Extremely flexible operation from trolling to all-out speeds. Simplex starter—no cord to wind. Speed up to 25 m.p.h., 9.7 O.B.C. certified brake h.p. at 4,000 r.p.m.

Right: The Evinrude Speedifour, a powerful service outboard for cruisers and runabouts. Speeds up to 40 m.p.h. Compression release gives starting ease of much smaller motor. Roller bearing powerhead; Timken bearing lower unit. 33.4 O.B.C. certified brake h.p. at 4,000 r.p.m.

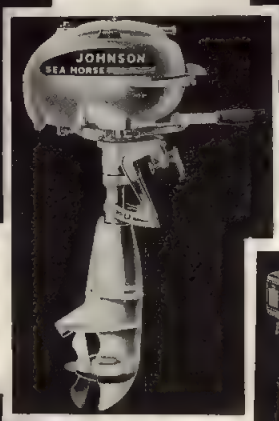


The Johnson Seahorses

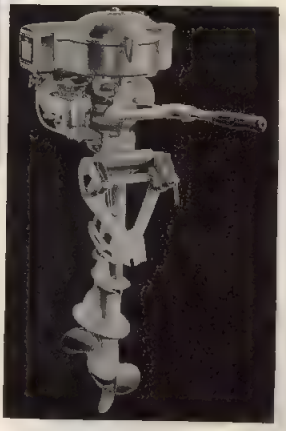
Above: The smaller deluxe model HD developing 2.5 h.p. at 4,000 r.p.m. Also an alternate firing engine with 4.08 c.i. displacement. The tank holds almost 5 pints and the engine is equipped with the rubber-flow shock absorber drive. Its weight is 31 pounds



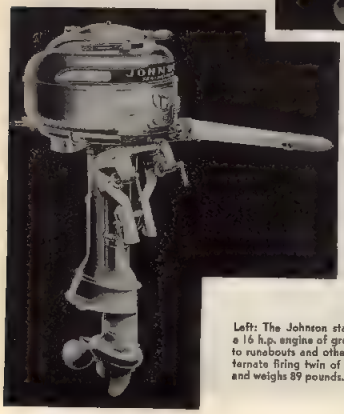
Right: The Johnson heavy duty model PO, develops 22 h.p. at 4,000 r.p.m. A twin with opposed cylinders of 29.92 c.i. Its weight is 115¾ pounds while the tank holds 2½ gallons. A powerful engine for runabouts and fast boats



Below: The starter model KD of 9.8 h.p. at 4,000 r.p.m. A powerful alternate firing model weighing 70½ pounds. The tank holds 13 pints and the engine displaces 13.96 c.i. It is well suited to large boats and runabouts as well as auxiliary power for small sailing craft



Above: The 5 h.p. Johnson Seahorse deluxe model TD with two cylinders, alternate firing and 8.84 c.i. displacement. Tank holds 7 pints and its weight is 40½ pounds. Fitted with a weedless propeller and rubber-flow shock absorber drive



Left: The Johnson starter deluxe model SD, a 16 h.p. engine of great ability and adapted to runabouts and other fast types. It is an alternate firing twin of 22.09 c.i. displacement and weighs 89 pounds. The tank holds 2½ gals.

Five Sea Horse models cover the full available size and power. There have been some improvements, such as improved magnetos on HD and TD. In general, however, they are the same motors as built in 1942 and offered at same prices

Phenominal - Original - Sensational

Sleepy Head

U. S. DESIGN PAT. NO. 124,311

Feature
Sleepy Head
Every Day
in the Year

*

All Rayon Plush,
n Pink and Blue

*

Order Now!

Suggested
Retail
Price
$3 and $5

KNICKERBOCKER TOY CO., INC.

200 FIFTH AVE. *America's Premier Line of Stuffed Toys* NEW YORK CITY

See Our Complete 1946 Line

ROOM 534

FIFTH AVENUE BUILDING

Leo L. White
Arthur A. Gerling
Ben Portugal
Adam George
Ken Roberts

KNICKERBOCKER TOY CO., INC.

200 FIFTH AVE. *America's Premier Line of Stuffed Toys* NEW YORK CITY

BRIGHT COLORS

have been added to

LOK A BLOKS

A TOY FOR CHILDREN from 3 to 12

★ Now They'll Sell Even Faster ★

These popular LOK-A-BLOKS now have the added sales appeal of 5 bright, safe-for-children colors. Here's an educational toy that sells on sight because it's packaged to catch the fancy of both children and adults. New, improved, every block perfect fitting. The bright colorful box tells a story from the shelf and the blocks are arranged in the open box to demonstrate the varieties of construction possibilities. It's a display in itself—Requires no sales talent.

Individual package 17" x 17" x 1⅝"

Standard set, not painted, remains at suggested retail price of $2.50.

Prices to be announced at Toy Fair

New Construction Features

Wheels and axles have been added. Wagons and animals that move can now be built with LOK-A-BLOKS. Extra entertainment for children and extra buying appeal for mom and dad... price to be announced at Toy Fair.

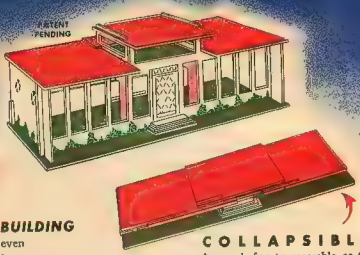
WOOD PRODUCTS MANUFACTURERS

Subsidiary of Stout Houses Inc.

DETROIT 2, MICHIGAN

★ ★ Meet us at the Toy Fair, McAlpin Hotel, Room 861 ★ ★

SOLAR HOUSE
The MODERN DESIGN DOLL HOUSE



SALES TESTED AND PROVED!

A fast seller stimulated with the appeal of bright new colors

LIKE THE HOUSE DADDY DREAMS OF BUILDING

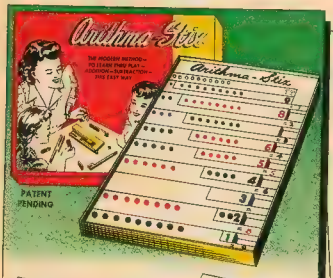
Now, this answer to the *young* maiden's prayer is made even more beautiful with bright red roof and bright green shrubs—favorite children's colors. Furnishings easily arranged through the semi-open back and admired through the picture windows. Quick to be appreciated by the toy merchant on the look-out for items that will add colorful interest and appeal to his department. One on display is all that is necessary.

MADE OF PLYWOOD
Packed in 6 and 12 lots.
Approximate retail price

$5.95

COLLAPSIBLE

As much fun to assemble as to furnish! A child can put it together in two minutes. Pieces interlock, no nails or screws. Takes little room in stock. Knocked-down package, only 34″ x 15¾″ x 1¼″.



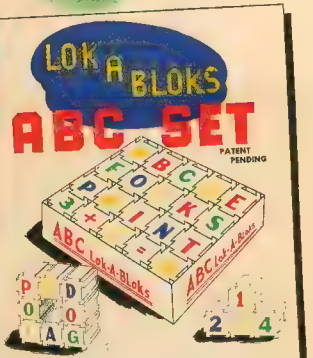
A NEW EDUCATIONAL GAME
Arithma-Stix

PATENT PENDING

The first game of its kind and a new, exciting way to introduce arithmetic to youngsters. Addition and subtraction. When the stix fit together, they have the answer. Dealers like it, too! In ARITHMA-STIX they find another answer for something different with buy appeal.

Bright splashes of color. Attractive display box. Packed in 2 and 3 dozen lots.

Price to be announced at Toy Fair



New interest added to conventional ABC blocks. LOK-A-BLOKS make possible interesting constructions as well as help the child learn to count and spell. They lock together just like the construction set described on the reverse side of the sheet.

Packed in 6 dozen lots.

Price to be announced at Toy Fair

★ ★ **Meet us at the Toy Fair, McAlpin Hotel, Room 861** ★ ★

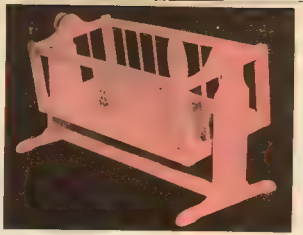
WOOD PRODUCTS MANUFACTURERS • DETROIT 2, MICHIGAN

Subsidiary of Stout Houses Inc.

SWINGING CRIB

With smooth, delightful, rocking action.

A little mother's delight. Comes in colors, pink and blue.



23" Long
13" High
12" Wide

Packaged Handsomely
Durably Constructed

Retails at
$4.99

YANKEE '46' TOMMY-GUN

REALISTIC "RA-TA-TAT" ACTION
with *METAL NOISE-MAKER*
Size 28". Substantially Made.
Nothing To Break or Get Out of Order.

Retails at $1.19

IRONING BOARD

Perfect for mother's little helper. Built out of sturdy lumber. Just like mother's. 30" long, 9" wide, 21" high.

Retails at $1.69

CONCRETE MIXER

Kids love this action-packed toy. Wheels whirl — mixer revolves with bangs, slams and rat-ta-tats.

Retails at $1.39

No. 258

RATTLE PUSHER

Push or pull for a rattling good time. All metal can with metal axle. Beautifully lithographed in many colors.

No. 255

Retails at
49¢

JOBBER BUSINESS INVITED

NYLCO TOYS
Division of
N. Y. LUMBER & PANEL CO.
Office and Showroom
629 WEST 51st STREET • NEW YORK 19, N. Y.

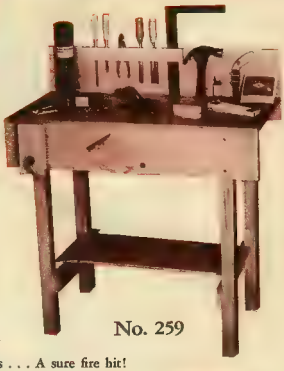
A NYLCO SENSATION

17 TOOLS

- 16-oz. Claw Hammer
- ½" Amber Handle Wood Chisel
- ¾" Amber Handle Wood Chisel
- 7" Block Plane
- Combination Plier and Cutter
- Tiny Tim Utility Saw
- 8" x 12" Steel Square
- 6 Ft. Wood Rule
- 1 Pkg. Assorted Sandpaper
- 1 Bottle of Glue
- ½ Lb. Assorted Nails and Brads
- 3" Steel Scriber
- 4" Wood Handle Screw Driver
- 6" Wood Handle Screw Driver
- Sharpening Stone
- Utility Can
- Attached Wooden Vise

SUGGESTED RETAIL PRICE

$16.95



WORK BENCH *Complete*

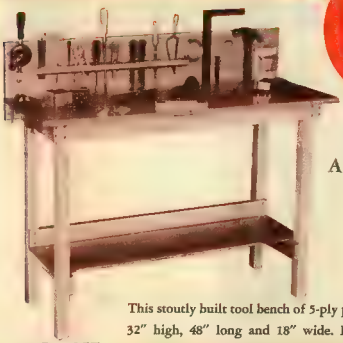
More than a toy—it's capable of real construction work. Boys will jump with joy and so will their dads . . . A sure fire hit!

No. 259

NYLCO'S SUPER-DE LUXE

SUGGESTED RETAIL PRICE

$29.95



A BOY'S DREAM COME TRUE!

This stoutly built tool bench of 5-ply plywood measures 32" high, 48" long and 18" wide. It will handle practically anything that boy or dad can build.

No. 257

28 TOOLS

- 2½" Metal Vise
- 9" Wood Torpedo Level
- ½ Lb. Assorted Nails and Brads
- 1 Pkg. Assorted Sandpaper
- 50-Ft. Coil Galv. Wire
- 1 Large Sharpening Stone
- 6" Tri-Square
- Amber Handle Scratch Awl
- Wood Handle Stubby Screw Driver
- 4" Wood Handle Screw Driver
- 10" Wood Handle Screw Driver
- 1 Lb. Assorted Screws
- 6" Taper File and Handle
- Combination Plier and Cutter
- 8" x 12" Steel Square
- Nail Set
- ½" Amber Handle Wood Chisel
- ¾" Amber Handle Wood Chisel
- Carpenter's Pencil
- 6" Wood Rule
- 5-Piece Wrench Set
- Tiny Tim Utility Saw
- 16-oz. Claw Hammer
- Keyhole Saw, Aluminum Handle
- 6" Adjustable Wrench
- Hand Drill
- 7/64" Drill Point
- 7" Block Plane

Be Sure To Visit Our Display in the HOTEL BRESLIN Room 216 Mar. 11 to 25th

NYLCO TOYS

Division of

N. Y. LUMBER & PANEL CO.

Office and Showroom

629 WEST 51st STREET • NEW YORK 19, N. Y.

Member of the Toy Manufacturers of the U.S.A.

INTRODUCING PLAYETTE'S NEW GALAXY OF

18 STARLIGHT dolls

200 B Series
The charming BRIDE and BRIDESMAID. With and without stroller. 7½" composition.
4 doz. to carton—Weight 22 lbs.
Retail $1.69

300 C Series
Four beautifully costumed creations. PEASANT, SHOWGIRL, MLLE., POMPADOUR, MY SWEETHEART: 7½" composition.
4 doz. to carton—Weight 22 lbs.
Retail $1.98

400 D Series
Four exquisite stroller dolls. PARTY GIRL—MY LADY—DUTCH GIRL —KATINKA. 7½" composition.
3 doz. to carton—Weight 30 lbs.
Retail $1.98

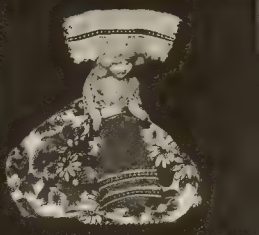
100 A Series
Six delightful dolls. DELANIE LILLY — NINA — CUTIE — MISS CHARMIE—PENNY. 7½" composition.
4 doz. to carton—Weight 22 lbs.
Retail $1.49

BABYLINE
No. 500 — Adorable Baby Doll. 11" composition. Retail $3.50.
2 doz. to carton.
Retail $3.50

DIMPLES
No. 700 — The personality Baby Doll. 14" composition. Retail $4.50.
2 doz. to carton
Retail $4.50

See us at the
TOY FAIR
Hotel Breslin
Room 221

200 B Series


300 C Series

100 A Series

400 D Series

PLAYETTE CORPORATION 533 Canal St. New York 13, N. Y.
SHOWROOM: ROOM 406—200 FIFTH AVENUE, NEW YORK 10, N. Y.

HERE'S *the best yet from* PLAYETTE

CONVERSATION PHONE SET

79c Each—Retail

2 Phones for $1.50 Retail

No. 650—In sets, one red phone and one blue phone. Brilliant plastic colors with "clicking" dial. Size: 6¼" x 3¾" x 3". Original Playette moulded phone—nothing changed but the price. Packed 4 doz. to carton (2 doz. red, 2 doz. blue). Weight, 25 lbs.

PLAYETTE PHONE BOOK

$1.00 Retail

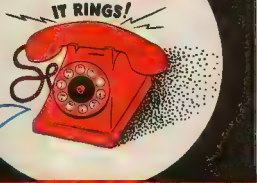
No. 201—A "reprint" of the original $1.75 seller. The thrills of "playing telephone" dramatized with colorful story that educates as it entertains. Rotating "clicking" dial die-cut through every page. Separate receiver with cord attached to metal clips. Packed 2 doz. to carton. Weight 14 lbs.

SIZE 8½ x 11 24 pages

PLAYETTE "BELL" PHONE

$1.49 Retail

No. 850—New de luxe telephone with bell in assorted bright high-gloss colors. Large two-way action "clicking" dial. Size: 6¾" x 5⅛" x 4". Packed 5 doz. to carton. Weight 45 lbs.



See us at the **TOY FAIR** Hotel Breslin Room 221

Other Playette Hits!

MOVING PICTURE THEATRE

U-BUILD-EM BLOCKS

PLAYETTE CORPORATION 533 Canal St. New York 13, N. Y.

SHOWROOM: ROOM 406—200 FIFTH AVENUE, NEW YORK 10, N. Y.

DOO-HICKIES

A plentiful assortment of beads, dowels, cylinders, etc., thirty-seven pieces in all. They fit together easily and are smoothly finished in bright colors. They may be pegged together to make endless combinations and provide both creative and entertaining play.

Instruction folder shows children how to make nearly fifty different play-things. Ingenious youngsters can make many more.

Play Craft

New Haven, Connecticut

NEW YORK OFFICE
LEO STRAUSS, ROOM 442, 200 FIFTH AVENUE

INSTRUCTIVE
AND
AMUSING

New Juvenile
I-Q Puzzle Box

New Idea! New Colors! New Shapes! New Box!

Nineteen odd-shaped wood pieces, beautifully enamelled in brilliant eye-arresting colors, packed in specially made platform type set up box.

Pieces are removed from platform in box and mixed. Child reassembles and replaces in proper holes in box, testing co-ordination of eye, mind and fingers.

Designed for the development of mental and muscular co-ordination in kindergarten youngsters.

Play Craft

New Haven, Connecticut

NEW YORK OFFICE
LEO STRAUSS, ROOM 442, 200 FIFTH AVENUE

See next page

GRAND
PRODUCTS INC.

Presents

AT THE TOY FAIR!

A SPECIAL SHOWING OF THE NEW, EXCITING

PRINCESS ANNA CREATIONS

The Flower Dolls

A. ZATOUROFF • • TOM McGINTY

200 FIFTH AVENUE · ROOM 320 · NEW YORK 10, NEW YORK

This new toy has everything!

Very Young Boy and Girl:
"We like it—it's fun!"

Child Psychologist:
"It's an outstanding educational toy!"

Toy Buyer:
"It's a proven year-round seller!"

Older Boy and Girl:
"We can build anything we want!"

Parent:
"The family never tires of it!"

RIG-A-JIG

THE WONDER TOY FROM HOLLYWOOD

PATENTS PENDING AND MORE FOR COUNTESS

RING UP PROFITS WITH

Here's a new and different educational building toy—proven on the West Coast—now available nationally. Rig-A-Jig provides entertainment for all—boys, girls, grown-ups—from 3 to 73 years of age! It makes a million and one beautiful designs and objects—never a dull moment! Rig-A-Jig means *bigger, better, all-season sales for you.*

Rig-A-Jig, the sensational Hollywood toy first created to amuse a sick child, has won acclaim from children, teachers, parents, doctors, and toy buyers. It will make simple designs for the youngest—teach them shapes… colors...combinations of colors...manual dexterity. It will develop the creative talent of older boys and girls. It will amuse even the most hard-to-please adult.

Seven basic geometric shapes. Seven bright colors. Made of a special, non-toxic, hard, durable material. Simple to fit together—either piece to piece or with any of three lengths of plastic tubing.

Rig-A-Jig comes in two low-cost, value-full sizes (Regular and Super) complete with striking, full-color Idea Booklet. Packaged in bright, eye-catching boxes. Replacement parts are offered.

Lead the toy parade with this sales winner! Order *now* for immediate delivery. Tested sales helps and counter displays are available.

AVAILABLE IN 2 SIZES

Regular (#125): Builds anything from steam shovels to doll furniture. Contains 42 shapes, plus plenty of linking tubes. *only $1.25 retail*

Super (#200): Makes more and larger build-ups. Contains 80 shapes and lots of linking tubes. *only $1.95 retail*

RIG-A-JIG TOY COMPANY, INC.

Factory and Main Office: 1202 Venice Blvd., Los Angeles 6, Calif. M. S. LANDFIELD, *President* • L. E. CARSON, *Designer-Vice-President*
Sales Offices Room 552, 200 Fifth Avenue, New York 10, N. Y. • Room 504, 718 Mission Street, San Francisco, Calif. • 732 Sherman Street, Chicago 5, Ill.

The RIG-A-JIG Story

THE BUYER ASKS:	RIG-A-JIG ANSWERS:
1 *Is it a boys' or girls' toy?*	*Both*—Rig-A-Jig makes everything you can imagine—from tanks to doll furniture.
2 *What age child?*	Any age from 3 to 73! Makes colorful designs for the youngest, complicated build-ups for the oldest.
3 *What is it made of?*	Hard, durable, non-toxic, vulcanized fibre plastic, geometric shapes and flexible plastic tubes.
4 *How do you build with it?*	It's easy—full-color Idea Book shows how. Simply link together piece to piece or with tubes.
5 *Will children like it?*	Kids love its colorful combinations and endless variety.
6 *Will parents like it?*	Parents appreciate its low cost and long-lasting enjoyment.
7 *How is it different?*	It is entirely new in shape, color and construction —it combines fun and education—it pleases the whole family!
8 *How was it developed?*	It was originally created by L. E. Carson to amuse his sick son. It made such a hit that it was perfected for widespread distribution.
9 *How is Rig-A-Jig packaged and what is the retail price?*	In two sizes—Regular (#125) and Super (#200). Retail price: only $1.25 for the Regular and $1.95 for the Super.
10 *Who makes it?*	The Rig-A-Jig Toy Co., Inc., Mr. M. S. Landfield, President. You can expect big things from this reliable firm!
11 *What sales help will I get?*	Gay, full-color "give-a-way" circulars, attention-getting displays—all the newspaper mats you need.
12 *How about delivery?*	Immediate delivery but order *NOW*.

RIG-A-JIG

FACTORY AND MAIN OFFICES
1282 VENICE BOULEVARD
LOS ANGELES 6, CALIFORNIA

TOY COMPANY, INC.

New!

NOW FOR THE FIRST TIME . . .

GIFT PACKAGE of 4 TOPS

Immediate Delivery

Actual Size — Striking silver and black box, with cellophane window to show tops in their gleaming colors. A beautiful gift package that sells itself.

Complete TOP OUTFIT *includes...*

- 4 SIREN KING WHISTLING TOPS IN 4 COLORS...metallic iridescent red, green, blue and cadmium plated
- 1 SIREN KING Automatic TOP SPINNER
- 2 BUTTONS AND STRINGS
- FULL INSTRUCTIONS

NOW...FOR THE FIRST TIME IN 76 YEARS...A RADICALLY NEW TOP DESIGN...

Whistling Tops!

- ★ IT WHISTLES
- ★ IT'S ALL STEEL
- ★ IT'S SUPER SPEEDY
- ★ IT HAS AERO-DYNAMIC DESIGN

MADE IN U. S. A.—All King Products Pat. Pending

SEE OTHER SIDE FOR DETAILS

SIREN KING TOPS ARE AN EXCLUSIVE PRODUCT BY

KING SCIENTIFIC CO.

209 West Jackson Boulevard ★ Chicago 6, Illinois

New York Sales Representatives
STRAUSS AND RICHSTONE, Inc. ● 200 Fifth Ave., New York, N Y

Never a Top like this!

The first radically new top design in 76 years...developed by an engineer who believed that a top of all-steel construction, of precision aero-dynamic design, would spin better and faster than a wooden top

IT WHISTLES

...As it spins fast, this top has a siren-like whistle that fascinates everyone . . . and it gives endless hours of amusement.

IT'S SUPER-SPEEDY

In recent time tests, wooden tops spun an average of 1 minute, 20 seconds...SIREN KING averaged 3 minutes running, due to aero-dynamic design, perfect distribution of weight, and true center of gravity.

IT'S ALL-STEEL

...which means it's practically indestructible, rust-proof, light and easy to use. The Hi-Carbon spear point gives longer and smoother operation.

IT'S COLORFUL . . .

Rich, metallic iridescent colors of high lustre catch every highlight, and give a sparkling effect. Package of 4 tops comes in four colors.. metallic iridescent red, blue, green and cadmium plated.

Siren King
WHISTLING TOP*

Never An Automatic TOP SPINNER like this

Now, *every boy...and every girl, too,* can enjoy the thrill of being an expert top spinner with the Automatic TOP SPINNER, a new and exclusive development by King Scientific Co. It is easy to use, and so fascinating that the kids better keep it away from dad—he'll want to keep spinning with it, too. Two slots in Spinner enable both right-handed and left-handed spinners to use it.

Naturally, these tops can be spun in the usual way, by hand. But the addition of the Top Spinner gives this gift package a much broader market.

WITH FULL PRINTED INSTRUCTIONS

Place wound top in Spinner, letting string fall into a slot. Button of string is held between second and third fingers. Hold arms with elbows bent as illustrated.

Then with fast motion, swing arms outward, as illustrated. As you do this, the top will jump out of the Spinner, and whistle loudly as it spins.

It's a "Natural" for the "Gift Market!"... Send Your Order Now for SIREN KING GIFT PACKAGES OF 4 TOPS

Brand-new, this Gift Package of 4 Siren King Tops offers you a wide open market for quick profits. Children instinctively love to spin tops... and these utterly different tops will give them the thrill of their lives.

Ideal Gift Package for Birthdays and Year-'Round Gift Occasions

Size of carton: 12" high, 10½" wide, 19" long. Contains: 36 boxes Weighs: 40 pounds.

Siren King Tops Are an Exclusive Product by...

KING SCIENTIFIC CO.

209 W. Jackson Boulevard
Chicago 6, Illinois

Made in U.S.A *All King Products Pat. Pending

INTRODUCING... Another GOLDEN FLEECE Sensation!

MADE OF Real LAMBSKIN

IT'S NEW! IT'S DIFFERENT! IT'S THE ONLY TOY WITH A "MAGNETIC" PERSONALITY!

ACTUAL SIZE 10" x 10"

A DOG AND A PLASTIC BONE THAT HAVE A **MAGNETIC** ATTRACTION FOR EACH OTHER!

Presenting

"NIPPY-PUP"

LICENSED BY VALTOY DIVISION · PRECISION ELECTRONICS CORPORATION · SERIAL NO. 641697

HE TWISTS AS YOU TEASE!

HIS HEAD TILTS UP OR DOWN AS YOU PLEASE!

HE SNAPS IT UP WITH EASE!

THE WORLD'S MOST LOVABLE MAGNETIC TOY!

Hold the magnetic bone close to his mouth and watch his cute little head turn and twist in perfect coordination with the movement of your hand. If you hold the bone too close he'll snap it from you. Children will love it—*It can't miss being a best seller!*

He's "LUXable" too

LUX LABORATORIES SAYS:

"They are fluffier than ever after 5 washings"

ENGINEERED FOR SAFETY

Eyes and mouth embroidered on—no glass or pins to come out or break.

On Display at
NEW YORK TOY FAIR
ROOM 516 · HOTEL McALPIN
Permanent Display
ROOM 442 · 200 FIFTH AVE.
Chas W Kesselman, Rep.

WINCHESTER
TOY COMPANY

6745 YOCUM STREET • PHILA. 42, PENNA.

SEND FOR FREE MAT SERVICE

TURN THE PAGE FOR MORE MEMBERS OF THE FAST MOVING GOLDEN FLEECE LINE

Every Youngster in America

INDIVIDUALLY BOXED

— 4 SIZES —

12 ADORABLE STYLES

VISIT OUR DISPLAY
NEW YORK TOY FAIR
Room 516
Hotel McAlpin

"They're LUXable"

LUX LABORATORIES SAYS:
"They are fluffier than ever after 5 washings"
ENGINEERED FOR SAFETY
Eyes and mouth embroidered on—no glass or pins to come out or break.

WINCHESTER
TOY COMPANY
6745 YOCUM STREET • PHILA. 42, PENNA.

Presenting
RADARONICS
TRADE MARK
"The MAGIC GAME with RADAR VISION"
AMERICAN RADAR CORPORATION

RADARONICS

"The MAGIC GAME *with* RADAR VISION"

The New Electro-mechanical Creation!

NOW ON DISPLAY

IN OUR SHOWROOM

200 FIFTH AVE., NEW YORK, N. Y.

ROOM 557

AMERICAN RADAR CORPORATION

FACTORY AND GENERAL OFFICES

319-327 McKIBBIN ST., ZONE 6, BROOKLYN, NEW YORK

SEE THESE All-California LINES AT THE SHOWS

TOYS OF California

LAND OF THE SUNWORSHIPPERS

MAGIC NAME in toy merchandising is California—sun-country. Quality name in California toys is G *and* E! Look for these leading California lines at the coming shows. Build a California Section *within* your Toy Section and have sunshine in your store all the year 'round!

THIS MONTH

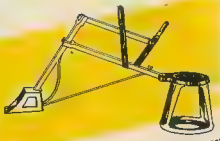
DALLAS, TEXAS
February 24 to March 1

PORTLAND, OREGON
February 17, 18, 19, 20, 21
Pan-Pacific Trading Co.
Portland Merchandise Mart

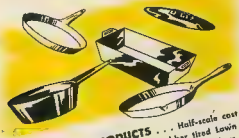
RAY STUDIO...The "Merry-Go-Roan"...A Merry-Go-Round Horse on Wheels.

PROCESS ARTS CO...."Bugs Bunny"..."Elmer Fudd"..."Porky Pig"...Children's Lamps and Costumers Hand Painted Full-figurine bases...most charming line of its kind.

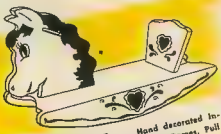
TINGLE TANGLE TOY CO. . . . The all-electric "Hollywood Bus." Self-powered and runs for hours. Then, merely recharge it at its own "Service Station"..."Boy-Toys" . . . "Magic from Hollywood" . . . Magic Sets.



DECO MANUFACTURING CO...."Paw-R-Digger"..."Dig-N-Est Digger"..."Six Happy Gremlins"...Little Girl Cleaning Sets.



PETERS METAL PRODUCTS . . . Half-scale cast aluminum Cooking Sets . . . All-metal, rubber tired Lawn Mowers . . . Vacuum Cleaners, Ironing Sets. The "Mothers Helper" Line.



TOMMY TUCKER TOYS . . . Hand decorated Infants' Rocking Colts, "Pin-Ups," Bean Bag Games, Pull Toys, Educational Toys, Swings.

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What little girl doesn't like to play house! Here's the ideal toy for the little miss . . . a miniature rolling pin, made just like her mother's. Fine for small baking, too. Natural finish wood roller with bright red handles that turn. Six inches long. A big VOLUME seller everywhere. 19 lbs. per gross. Immediate delivery.

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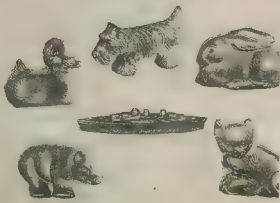

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IF IT'S A "HOT" PLASTIC TOY - - - IT'S SURE TO BE AN *Ideal* TOY!

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Bashful Fawn

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Bunnies . . . chickens . . . ducks . . . the sweetest group of high grade washable stuffed Easter characters . . . sitting, running, begging . . . winning their way into the hearts of your customers! Waiting to speed YOUR sales!

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HOBBY SHOP and MODEL RAILROAD SOCIETY HAVE GROWN TOGETHER

By A. C. SMITH

THE story of The Boston Model Railroad Shop, "New England's largest model railroad supply company," which is owned by Wilfred L. Hurley, Boston, Mass., is so closely linked with the development and growth of the Massachusetts Model Railroad Society that an account of one must necessarily include a mention of the other, for both, working together, have played and continue to play a major part in maintaining the widespread popularity of model railroading throughout New England.

"While model railroading has always been a first hobby interest with me, the idea of a hobby shop never entered my thoughts at first, for I have a trade," said Mr. Hurley. "Prior to 1933, when model railroading in this vicinity was more or less in its infancy, several friends and myself became absorbed with the pastime and worked up model settings in our own homes. We met regularly at each home in turn. Our own surprisingly developed talent in this venture built our enthusiasm to the extent that we wanted to spread the fascination of this worthwhile hobby to others and help them to get started at it, too. The result of this was the organization of the Massachusetts Model Railroad Society in 1933 and the rental of a small room in a building close to the South Station at Boston. This room served as a headquarters and meeting place during those early days. Here we built a library of railroad literature, discussed our home projects, and planned for the future.

"That, of course, is somewhat ancient history now," reminded Mr. Hurley, as he turned toward an aged showcase at one end of his street-floor shop, "but that fixture constituted our original and only merchandise setup in those early years and, even if I wanted to, I doubt that the society members would let me part with it. Only the other day one fellow mused, 'We grew around that case, fellows.' And this actually was true. About a year after the formal establishment of the Massachusetts Model Railroad Society, one of the members, after much persuasion, convinced me that it would be a real convenience to the group to have construction supplies, kits, and books available right on the spot. We became partners in the enterprise, which was more for service than for personal profit. After a year or so he decided to sell out to me.

Society Grows Rapidly

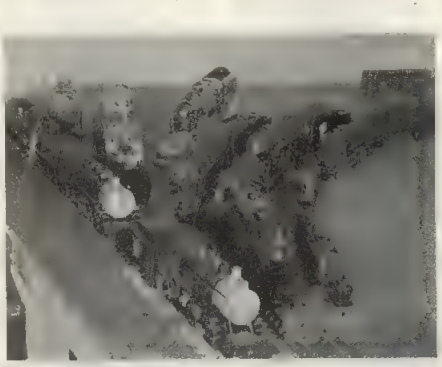
"The growth of our model railroad society and the subsequent demands for supplies and equipment reached the incredible pace that the crowds of fans at our single small counter frequently filled the clubroom and extended out into the corridor," stated Mr. Hurley. "The supply sales grew out of a convenience project into a full fledged business by itself, so we had to plan for additional space. The society's growth, too, required greater space, which necessitated our securing another location in the same building for the merchandising of supplies. Since then the shop's reputation has grown to the extent that we have again taken over larger quarters on the street floor and still need more space.

One of the fans made this older type locomotive into a trolley arrangement: Photos by A. C. Smith

"In a similar expansion program, the Massachusetts Model Railroad Society has broken through its original small-room borders to take over a complete upper-floor area 110 feet in length and 25 feet in width. The membership ranges from 75 to 150 fans in an age spread from 18 to 60 years. We have created a complete model railroad system here with control towers and boards, and operate fifteen locomotives at a time, with about an additional fifty locals. There is also over 100 feet of track devoted to trolleys.

Mr Hurley indicated that the complete waist high railroad which fills the society's headquarters was entirely created by the members. The bracing, the plaster hills and scenic effects, the cars and locomotives, track layouts, wayside structures, and even the colorful panel scenes along background borders were all the result of spare-time work at the regular Wednesday and Friday evening meetings of the group. The society is organized strictly along a non-profit basis to build interest in model railroading. To meet the rental expense of over one thousand dollars a year and to defray the numerous other costs that come up during the year, the society opens its rooms for a public show during the week of Washington's Birthday, since this period comes during a regular school vacation here. The nine annual shows so far have attracted an average attendance of close to seven thousand people. Significantly, when war restrictions forced the cancellation of the event during one recent year, over five thousand persons came in anyway, just in case the plans had been changed. Each year the setting is completely remodeled as a project enterprise to keep members busy and interested.

The Massachusetts Model Railroad Society has a machine shop of its own, complete with lathes, drills, tools, and other equipment. Members are instructed how to



Here is a collection of models made by members of the Massachusetts Model Railroad Society; they have their own machine shop on the spot

operate the machines to produce their own cars and engines. A pin board at the entrance carries pins outlining a member's name and classification so that the men may easily become known to one another as they meet around the clubroom. A newcomer is listed as a trainman. A fellow who is learning to operate the signals is classified as a fireman. And the experienced man who is a qualified operator in the signal tower is labeled an engineer.

Railroad Traffic Attracted

In its location, close to the terminal of the New York Central Lines, the hobby shop and the society attract traffic both from passengers and from railroad personnel. While membership includes men from all types of occupations, some enthusiasts have taken up real railroading as a career. The fact is that the organization is held in such high respect by railroad executives that on one occasion it was asked to recruit fifty men for railroad jobs.

The Boston Model Railroad Shop is still a hub around which the society revolves, for Mr. Hurley has been secretary to the group for over thirteen years. Members gather here for chats at all hours of the day. However, Mr. Hurley pointed out that most of the long-term members are not now a source of great volume for the store, although their word-of mouth advertising establishes a good will that could never be measured on a dollar-and-cents basis. Most of these men make much of their own equipment from scrap either on machines at home or at the society's shop.

"Through the society's shows and through store advertising we are constantly attracting new customers to the shop," said Mr. Hurley. "In our street-floor location the way is open for traffic toward the upstairs model railroad setting. While model railroad supplies are still the backbone of store volume and promotion, we have expanded our efforts to include other hobbies as well. During the war, when railroad items were scarce, we brought in model planes, boats, jeeps, tanks, and the like, to maintain figures. In a year's time our model plane volume has leaped to amazing proportions. It is now a definite fixture here.

Model railroaders gaze interestedly at a new model's performance; railroad executives have been over to offer real railroad jobs to the group

Furnish Expert Service

"To round out our merchandising program and service to hobbyists, we now offer expert attention in three fields," pointed out Mr. Hurley. "There seems to be a definite cycle of hobby enterprise, particularly among the younger fans. They start with solids and simple plane models, advance to more intricate motor plane models, and then turn to railroading. Our plane sales, instruction and service are now in charge of a specialist in this field. He notices this as an outstanding trend. By coordinating our model railroad and model plane effort, we not only build volume, but also promote continued hobby interest for the customers. The model railroad section comes directly under my attention and is carried through with the able assistance of Mrs. Hurley. While she had no previous direct training in model railroad supply merchandising, she took over the job for us during the wartime help shortage. Her interest has picked up to the extent that she now hesitates at leaving. And her ability to do the job thoroughly is seen in the fact that when customers cannot get in to the store themselves, they usually give the message, 'See the lady at the Hobby Shop. She'll know what we want.' One young hobbyist was heard to say to his mother, 'If you knew as much about trains and model planes as she does, you'd be a lot more help to me.'

"Our other specialized effort is the repair service department. We repair any type of equipment. A broad new field is opening up in this respect. More and more servicemen are bringing in model train equipment which they have bought or found in foreign countries. This is where previous experience in repair comes in handy. Even though these fellows may be missing a few parts, we can usually make up something to fit. The service department is primarily one of help to the customer than a profit-builder. However, we figure that a satisfied repair customer becomes a permanent friend of the shop.

Members of the Massachusetts Model Railroad Society are forever busy freshening and bettering their track layouts

Don't Rush Customers!

"Patience and understanding are essential in hobby supply selling," asserted Mr. Hurley. "You can't rush a customer in and out. They like to look around. And you never know who will turn out to be the largest purchaser. Sometimes we have folks

Secretary Wilfred L. Hurley, facing the camera at the center, meets with other members in the Society's library; Mr. Hurley is the owner of the hobby shop

in here most of the day and they don't buy a thing. But you can't offend them, for the next day they may buy more themselves or bring in a good customer with them. Our policy here is to get fans building stuff by themselves, just so they can get the satisfaction of saying that they did it. While they can be told generally how to go about it, hobby construction is largely a matter of trial and error. We help them all we can. With the model railroad setting upstairs, we can even take them up and show them how a thing actually looks when completed. For help to model railroaders we stock about 5,000 standard parts.

"Another type of service of a strictly goodwill nature is the matter of answering queries and letters of fans who have heard of our shop and our model railroad society," observed Mr. Hurley. "I have a regular correspondent in India. Other requests have come from most of the states, from Mexico, and from Hawaii. These usually ask about types of equipment and about setting up model railroads at homes and at clubs. Until recent years, we did appear occasionally before groups, but business on the spot now takes up most of our time."

Ten Model R. R. Lines

A sign outside the Boston Model Railroad shop is in the form of a railroad signal. Inside, customers find jeeps, planes, tanks, wayside structures, and model plane accessories neatly assembled at one end of the shop. Overhead are impressive hanging models which have been finished by store customers. At the other end of the shop are the showcases devoted to railroad supplies and plane motors. The store handles ten popular lines of model railroad parts and equipment. Since customers have their own ideas of brand quality, no specific types receive too much stress. One hobby line which seems to be going better than ever is that of trolley equipment. Mr. Hurley pointed out that this probably is due to the fact that buses have replaced trolleys in many areas. A large library of instruction books is available for purchase at the store. Model railroaders seem to go in more for thrilling train and engine photo albums than they do for how-to books, the store observes. To boost the sale of wayside structures, the shop has a street setting of completed models at one store fixture. The shop notes an increasing demand in modern model plane types, with expensive items selling very well. Where formerly the lowest age range for gas models seemed to stop at the 14-year bracket, youngsters of 10 to 12 years are now showing great interest and developing real model building ability, too.

Model Contest for Hospitalized Soldiers

SOLDIERS, sailors and marines receiving medical treatment in service hospitals throughout the United States participated in a special $30,000 model car building competition arranged by the Fisher Body Craftsman's Guild.

For the first time, the Craftsman's Guild, which was founded to promote creative ability and fine handicraft among the youth of America, opened its ranks to entrants other than boys from the ages of 12 to 20. The special competition was sponsored for hospitalized personnel of the armed forces, it was announced, to provide an educational as well as entertaining hobby during their recovery, and also as an aid in uncovering and developing latent talent among incapacitated service men.

A grand national award of $1,000 was posted for the winner in each of the three major divisions of the armed forces—Ground and Service Forces, Army Air Forces, and the Navy. In addition, a $200 first award, a $150 second award, a third award of $100, 10 awards of $25 each, and 25 awards of $10 each were offered in each command and district of each division. In all, there were 1,105 awards, totaling more than $30,000 The competition was concluded April 1.

Thomas P. Archer, vice president of General Motors and general manager of the Fisher Body Division, is president of the Craftsman's Guild. He said that the competition for hospitalized service men was held in an effort to help them to help themselves. Building of model cars was suggested as a pleasant pastime for hospitalized men, but more than that, Archer said, the experience in design and in working with their hands may be of material value to the men when they return to civilian life. "Industry," Archer said, "needs young men who know how to work with their hands, as well as with their brains, to develop new and better ways of doing things."

The model cars which entrants built were completely of their own design. The models were solid and fashioned from balsa wood or other material, with the simplest of tools. The only stipulation was that the models must express practical ideas.

●

Walthers Addresses Advertising Club

Wm. K. Walthers, president of Wm. K. Walthers, Inc., model railroad manufacturers, Milwaukee, Wis., according to an announcement by the Advertising Club of Grand Rapids, Mich., recently addressed that organization on the subject, "A Hobby Business," or, "All Our Customers Wear Long Pants."

The announcement stated that Mr. Walthers was graduated from the Electrical Engineering School of the University of Wisconsin in 1916, and spent the next five years in the engineering field; that in 1932 Mr. Walthers took to manufacturing miniature railroad parts and accessories, which proved to be the start of a business which has grown by leaps and bounds.

Toy Railroad Has Authentic Sound

Eric Carlson, 29-year-old lawyer, New York City, who is a miniature-railroad fan, has equipped his model railroad system of four locomotives and 35 pieces of rolling stock with complete sound effects.

"I have actual recordings of locomotives going through mountain tunnels, across prairies; the sound effects of cars going over rails where they cross other rails—real railroad sounds," Carlson explains.

Whether one of his streamliners or an old-fashioned engine is coming into the station, one can hear the sounds of sand being put on, brakes being applied, and steam being let off. The reason he is so particular about the sound is that he is blind.

Mercury Products Presents

Their Star Studded Toy Show

6 Profit Making—Customer Stopping Numbers

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MERCURY proudly presents 6 Tested Toys—Sure stars in any store. By "Tested Toys" we mean that extensive research has gone into the design, construction and packaging of each toy and that consumer reaction has been used as a barometer with which to judge the desirability of each number. Mercury Tested Toys are not a gamble!

1. in our show—The Mercury All Metal B-C-B (Build-Crash Build) Truck.
2. All Metal Carry-All Wheelbarrow.
3. The Mercury All Metal 12 Shot Rapid-fire Sky Gun.
4. The already famous Mercury 6 Shot All Metal Repeater Cannon.
5. Mercury All Metal Children's Desk Set.
6. The Mercury Table Shuffleboard.

See following pages for detailed illustrations and specifications.

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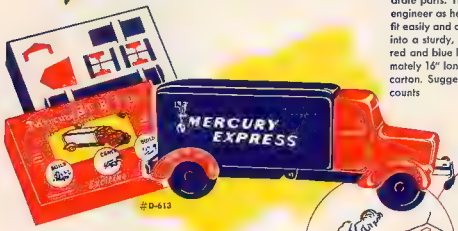
VICTOR ABLESON PHONE: BUCKINGHAM 1700

1 Mercury B-C-B (Build-Crash-Build) TRUCK

What a thrill when the "B-C-B" is run bumper first into an obstacle and literally flies apart into 14 separate parts. Then the child becomes a construction engineer as he rebuilds his complete truck. All parts fit easily and quickly. Special lock converts the truck into a sturdy, solid, pull-toy. Attractively finished in red and blue lacquer. Heavy gauge steel. Approximately 16" long and 6" high. Packed 12 to a master carton. Suggested retail price $3.95—standard discounts



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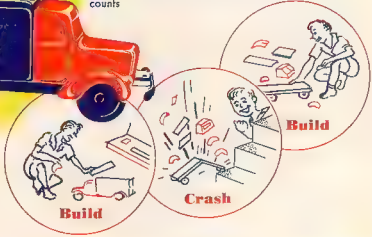
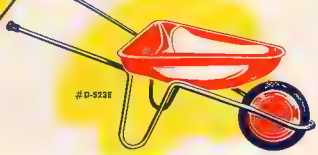


Beautifully packaged in a strong four-color box with die cut platform which mounts each part individually.

2 Mercury CARRY-ALL WHEELBARROW

ALL METAL

A large, heavy gauge wheelbarrow that is both a toy and a general utility barrow for garden and all-round home use. Streamlined body. 21" wide, 20" long, 5¾" deep in a new triangular shape. Strong steel tubing with aluminum finish. 8" wheel with 1" heavy rubber tire. Rubber tipped handles. Finished in bright red lacquer. Packed 6 to a master carton—knocked down, no small parts. Suggested retail price $5.95—standard discounts.



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MANUFACTURER—Eisen Bros. & Company, Hoboken, New Jersey

FACTORY SALES REPRESENTATIVE—Max E. Brafman, 200 Fifth Ave., New York

5 Mercury CHILDREN'S DESK SET

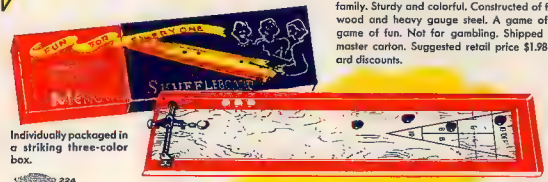
#D-518

ALL METAL

The desk and seat combination that every child will want and which every parent will want the child to have. A beautiful, long-life, all steel desk set with a comfortable spring backed seat that has a practical utility value which will appeal to the entire family. Colorful de-cal decorations on bright red or blue lacquered heavy gauge steel. Sturdy, beautiful, utilitarian. Packed nested in two parts in individual cartons—ready for instant assembly without tools. Weight 25 pounds. Suggested retail price $9.95—standard discounts.

6 Mercury TABLE SHUFFLEBOARD

Here is a combination of the two popular shuffleboard games—deck and table shuffleboard—both in a single table-top game which will delight the entire family. Sturdy and colorful. Constructed of fine plywood and heavy gauge steel. A game of skill—a game of fun. Not for gambling. Shipped 24 to a master carton. Suggested retail price $1.98—standard discounts.



Individually packaged in a striking three-color box.

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MANUFACTURER—Eisen Bros. & Company, Hoboken, New Jersey
FACTORY SALES REPRESENTATIVE—Max E. Brafman, 200 Fifth Ave., New York

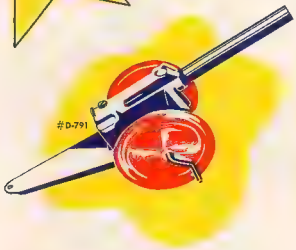
3 Mercury 12 SHOT RAPID-FIRE SKY GUN

ALL METAL

Here is a rapid fire gun with a simple spring mechanism that will not get out of order. Shoots 12 rounds in very rapid succession but with not enough force to harm the child or break glass. Bright red and blue lacquer finish an heavy gauge steel. Approximately 8½" x 18". A sure shot seller at our suggested retail price of $1.98—standard discounts.

Individually packed in colorful three-color box with 24 round wood bullets sealed in enclosed envelope.

4 Mercury 6 SHOT REPEATER CANNON



ALL METAL

Here again is our sensational, all metal, 6 Shooter Repeater Cannon at a new low price. We are able to offer you a tremendous reduction on this item because of the time and labor saving devices installed in our factories, and because of the mass production made possible by the outstanding success of this item. Heavy gauge, all metal, rapid spring action. Red and blue lacquer finish. 13¼" long, 5" wide, 5" high, with double disk steel wheels. Shipped wrapped with 6 balls in a sealed package attached. Packed 2 dozen cannons to the carton. Corrugated dividers in cartons prevent scratching of cannons in shipment. Suggested retail price 79¢ each—standard discounts.

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FACTORY SALES REPRESENTATIVE—Max E. Brafman, 200 Fifth Ave., New York

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BE SURE TO VISIT THE NOMA DISPLAY AT THE TOY FAIR..SEE THE SPECTACULAR NEW LINES NOMA HAS AVAILABLE RIGHT NOW!
NOMA COLOR LIGHTS
BETTER THAN EVER NOMA TOYS
WELCOME TO
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HERE'S REAL ACTION
IT WADDLES! IT WALKS!
NOMA
LIGHTS ARE ON AGAIN!
Gay, twinkling NOMA Color Lights are adding new life and sparkle to parties, weddings and special occasions from coast-to-coast . . . Noma Lights are a *bright* seller all year 'round!

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FIRST OF THE NEW
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. . . DEVELOPED BY
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A remarkable performing Seal that balances a bright colored ball as it walks — play-tested in Noma's "Playhouse Laboratory" by leading educators and children. It's typical of the sensational new line of NOMA TOYS for 1946! Look for more and more Noma winners like this from NOMA'S renewed $50,000 search for toy ideas. And watch for Noma's new exciting group of educational toys!
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The all-time favorite Kewpie Doll, the amazing Walking Dog, Walky Ducky and Farm Tractor are piling up unprecedented sales records . . . They're on every child's most-wanted list . . . on every Noma dealers Best-seller list! And this year, watch how the rest of the popular NOMA Toy line "crowds" the leaders!

THERE'S POWER IN NOMA'S ADVERTISING PROGRAM!

NOMA'S BACK this year with more outstanding advertising support for distributors and dealers than ever before!

Look for a strong schedule of NOMA Toy advertisements in more than 18 leading magazines—and Sunday comic sections of 66 newspapers in major cities!

Listen to Noma's Color Lights' continuous radio campaign boosting acceptance for Noma lights the year 'round.

On your mark—get set—Go Places with NOMA!

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The Greatest Name in Christmas Lighting and fast becoming the Greatest *Profit Line* in Toys!

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A LINE THAT MOVES OFF YOUR SHELVES

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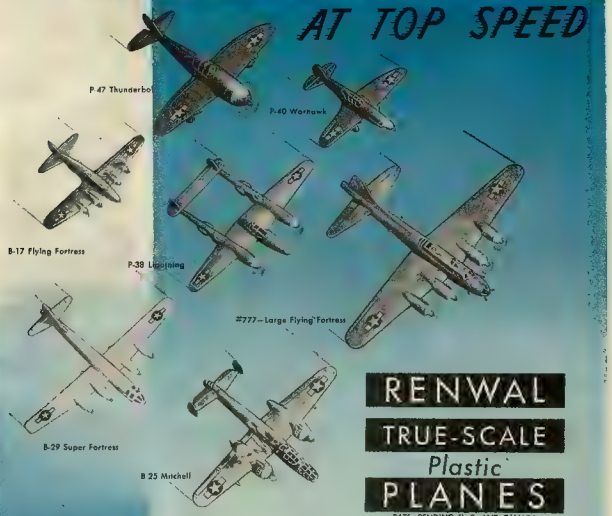

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TRUE-SCALE
Plastic
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Renwal miniature planes have everything; beautiful styling; expert craftsmanship; and such authentic details as wheels and propellers that actually rotate. Every plane is complete with top and bottom housings and decals on each wing.

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SHOWROOM AND FACTORY: 902 BROADWAY, NEW YORK 10, N.Y.

Jolly Twins Plastic

DOLL HOUSE FURNITURE

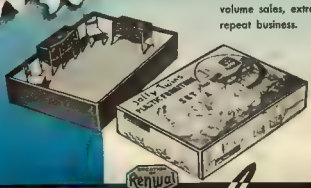
SOLD SINGLY OR IN ROOM SETS

PATS PENDING—U S AND CANADA

DINING ROOM

Jolly Twins miniatures hit a new high in beauty and workmanship. Each item is an accurately detailed model, finished to perfection. Made of lustrous plastic in realistic colors, these 8 dining room pieces make attractive mass displays when sold individually.

Display the Jolly Twins line prominently, to promote volume sales, extremely favorable markup, and generous repeat business.



Plus Values in Sets

BOX — Brilliantly lithographed in full color. **TRAY**—An attractive flooring provides a pleasing background for the furniture. **MODEL ROOM**—Each box contains a realistic, folding, model room, which can be used for displays. *(See illustration above.)*

Renwal

Renwal MANUFACTURING CO., Inc.

Famous for Toys and Housewares Products

SHOW-ROOM AND FACTORY 902 BROADWAY, NEW YORK 10, N.Y.

Exquisite Miniatures

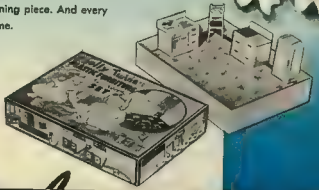
SOLD SINGLY OR IN ROOM SETS

PATS PENDING—U. S. AND CANADA

KITCHEN

Superb realism in gleaming plastic. Each item an exact replica of modern kitchen furniture, modeled with care and skill by Renwal craftsmen. Complete with sales provoking details in contrasting colors. 8 items in all: refrigerator, stove, sink, table and 4 chairs.

Little girls will want to own each cunning piece. And every unit sale is a magnet for repeat volume.



Plus Values in Sets

BOX—Sales-tempting, full-color lithographed box. **TRAY** — Attractive, simulated floor in each box. **MODEL ROOM**—Fascinating collapsible room in every box—for display and play value. *(See illustration above.)*

Renwal

Renwal MANUFACTURING CO., Inc.

Famous for Toys and Housewares Products

SHOWROOM AND FACTORY 902 BROADWAY, NEW YORK 10, N Y

Jolly Twins Plastic

DOLL HOUSE FURNITURE

SOLD SINGLY OR IN ROOM SETS

Pat Pend. U.S.A. and Canada

BATHROOM

Glittering plastic bathroom furniture, flawlessly executed . . . richly detailed. Every piece is designed to attract "ohs" and "ahs"—and great juvenile demand. Like all Renwal furniture these four items are uncompromisingly like the real thing. You can anticipate outstanding sales volume when you display the Jolly Twins line either singly or in room sets.

BOX — Gaily-colored lithographed box with real buy-appeal **TRAY**— Each set mounted on a colorful, realistic floor **MODEL ROOM** - Every set contains a full-color folding model room—ideal for display and junior housekeeping

A GREAT MASS DISPLAY ITEM FOR YOUR TOY COUNTERS

A nationwide best seller at a magic retail price Cleverly executed in quality plastic Individually mounted on a full color card Also mounted 12 on a display card

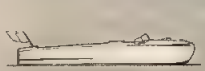
10¢

Renwal MANUFACTURING CO., Inc.

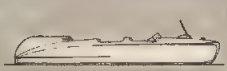
Famous for Toys and Housewares Products

SHOWROOM AND FACTORY 902 BROADWAY, NEW YORK 10, N.Y.

Outboard Runabout. The last word in modern boat construction in this fast hull



19 Foot Utility. An all purpose craft built in the famous Ventnor manner. Also 17½ ft. & 16 ft. models



22 Foot Runabout. Real Beauty Afloat. Over 50 MPH with 180 HP engine. Also 19 ft. model.

Sport Cruiser. A beautiful 26' model with every requirement for sport fishing.

VENTNOR

proudly presents its

NEW 1946 FAMILY

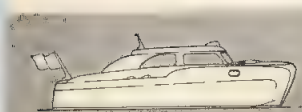
With the 19 ft. Deluxe Runabout continuing to create more interest than any other boat on the market today, Ventnor takes particular pride in introducing its complete line of fine boats. The same fine precision workmanship, the same skill and ingenuity, the same high quality that has featured Ventnor's long line of high-performance boats . . . previously offered only to a favored few, will be available everywhere through local Ventnor Dealers.

Builders of Championship Craft since 1902
Setting the Pace Today in Modern Boat Construction

For detailed information on all Ventnor Boats, See your Ventnor Dealer

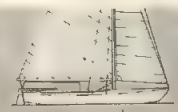
SINCE 1902 VENTNOR

VENTNOR BOAT WORKS INC. • ATLANTIC CITY, N. J.

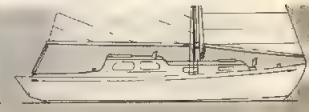


Ventnor Cruisabout. Fun for all on this luxurious roomy boat. Every accommodation.

Ventnor Moth. Snappy streamlined fast. Sturdily built for many seasons of fun.



Ventnor Comet. A new Ventnor record-breaker 12'-1, featuring precision workmanship.



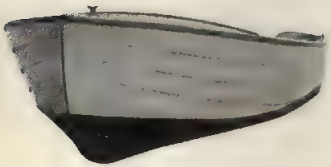
Ventnor Foursome. The ultimate in a 30 foot sailboat. Extra emphasis on comfort.

★ Barbour Builds Better Boats

ANNOUNCING

★ Barbour Builds Better Boats

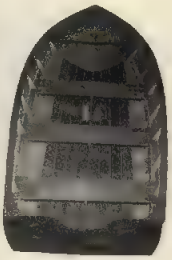
12′ and 14′ deluxe and standard — UTILITIES



DESIGNED and built by boat builders long known for their fine boats, these new UTILITIES and RUNABOUTS are available for *immediate delivery.*

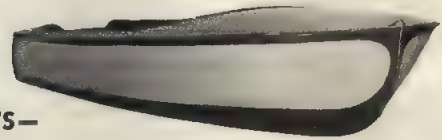
Write, wire or call us for full details.

BARBOUR deluxe UTILITIES, 12 or 14 feet in length, are made of highest grade materials throughout. They are extremely safe even with the higher horsepower outboard motors. Level riding to a degree not often associated with craft of this type, these fine boats are exceptionally dry at all speeds. Copper and bronze fastened throughout. Quick planing. These hulls are designed to withstand cross-country trailer transportation. Also available in standard finish and trim.



COMING SOON: Barbour offshore SEA-SKIFFS will shortly be announced in 16 foot, 28 foot and 32 foot models, the two larger types being built on custom basis only. Inquire for further information on these sea-proven sea skiffs.

NEW MODELS BY AN OLD BUILDER



RUNABOUTS—

The new Barbour outboard runabouts represent the finest 12 and 14 foot craft available. Unusually fast yet safe for a boy. Level riding. All bronze and copper fastened; chrome hardware. Construction eliminates need of spray rail. Lazy backs, dual cockpits, and standard accessories available later.

SAILBOATS

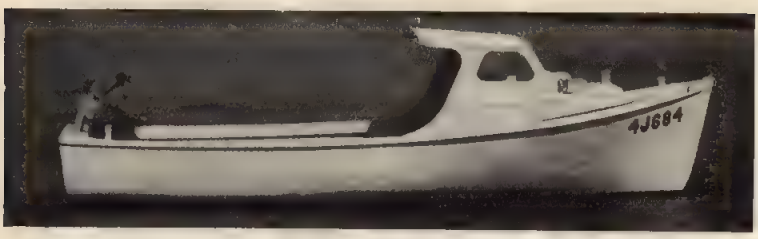
We are in position, with modern assembly-line plant facilities, to handle volume orders for either standard one-design sailboats, such as Comet, Lightning, Snipe, Town Class and the like, or local classes. Dealers are invited to contact us immediately where local requirements indicate potential class orders.

Sales territories are available to live-wire dealers interested in the Barbour Boat Works line of fine powered or sailing craft.

Barbour Boat Works

NEW BERN, NORTH CAROLINA

★ ★



CAPE COD 32' FISHERMAN

Offers OUTSTANDING SEAWORTHINESS at unusual horsepower speed ratio.

Experience the feeling of safety and confidence she offers. Make a date now for a demonstration on Buzzards Bay during the first good blow in March.

Cape Cod

Write us. . . . . This and other models, both sail and power, now in production.

WAREHAM MASSACHUSETTS SHIPBUILDING CO.

• Largest Builders of Small Sailboats in America •

PROPELLER VIBRATION

MORFLEX Radial COUPLING

The vibration and shock isolating qualities of Morflex Radial Couplings are in the specially designed rubber trunnion biscuits — tough, long-wearing, torsionally resilient. Misalignment compensation is there, too. No protection needed from dirt, water. No lubrication, either. At their best on the tough jobs.

MORSE CHAIN CO. • Detroit 8, Mich. • Ithaca, N.Y.

A Borg-Warner Industry

MORSE MARINE PRODUCTS

As these boats are the world's fastest combat vessels, everyone wants to know how fast they can go. I have heard speeds quoted up to seventy-five miles per hour. Now, I'll tell you. They go damned fast! Contrary to popular opinion, Elco PTs are not constructed of plywood. They are not a flimsy, fragile thing, but are sturdy, seaworthy vessels that can put to sea and stay there. Dozens of PTs lived through the typhoon near Leyte in the Philippines, in which three destroyers were lost. I will admit one takes a bit of a banging around sometimes, but the boats can take it.

It is my considered opinion that had there been a couple of hundred of these boats in the Philippines in 1941 and 1942, the Japs would never have taken the islands. If you think I am crazy—ask General MacArthur. He knows.

I cannot conclude this article without a tribute to the officers and men in Navy SupShip, and the Navy Trial Boards, who worked with us in full co-operation in turning out these remarkable boats. From Commander Elmo Caruthers down the line, they were swell. We may not always have seen eye to eye, but they, like ourselves, put their utmost into turning out the best boats we could build.

As I write this, the last of our PTs are being readied for delivery, so it won't be long now before I will be back at my old stand at Fort Lauderdale, on board my pride and joy, Marchet III, and it's—

Back to eight knots I'll be going,
And peacefully glide on my way
Slide rules, stop watches and gauges,
At last I can put them away.
Back to eight knots I'll be going,
And leaving a swell bunch of guys,
Whose comradeship I will be missing
With many nostalgic sighs.
Back to eight knots I'll be going,
It's tropical sunshine for me;
No roaring around at near zero
All over a frost-bitten sea.
Back to eight knots I'll be going,
It sure will be hard to depart,
But wherever I'm cruising and dreaming,
PTs will be close to my heart.

New Boats For '46

GREBE

THE LATEST DESIGN at Henry C. Crebe & Co., Inc., Chicago yacht designers and builders, is a 60-footer illustrated herewith. This design is the result of intensive study of future yachting requirements. Consequently they have deviated from orthodox layouts of cruisers of these dimensions in order to provide extraordinary accommodations.

The design shows a cruiser which is conservatively streamlined, practical in every respect, seaworthy and beautiful in exterior appearance. Accommodations consist of three double staterooms aft with complete privacy for each. The owner's quarters consist of two large berths with drawers under, a full length locker, large bureau and private bathroom with shower. Guests' staterooms include two separate berths. The fore and aft berths have ample drawer space under, and under the athwartship berths, there is a chest of drawers. A full length locker is also provided in each stateroom. On the starboard side of the passage is a guests' lavatory and luggage stowage compartment.

Dining and lounge salon is exceptionally large for a 60-foot cruiser and contains a sofa which is convertible to a double berth. The salon also contains a well designed built-in buffet finished to harmonize with the beautiful panelling—a noteworthy feature of all Grebe cruisers.

Directly forward of the salon is a conveniently arranged modern galley consisting of gas range, electric refrigerator, sink and dresser; also a dinette on starboard side. The crew's quarters provides accommodations for two with a private lavatory and shower

This cruiser, being of the flush deck, straight sheer type, offers exceptional deck space, well protected by a staunch rail the full length of deck. On the forward deck is a comfortable seat full width of deckhouse; likewise on the sheltered bridge, a seat is provided of sufficient height to provide good vision in all directions Direct access to engine room from bridge is provided by hatch on port side of bridge; also there is a door to the engine room in the galley. A noteworthy feature is the spacious sheltered deck.

Propulsion will consist of two 100 h.p. Diesel engines which will permit a comfortable cruising speed, or higher speed may be obtained with two 6 cylinder 200 h.p. Diesels.

The illustration shows the 60-foot design, with accommodations for six or eight. Other models of the same type will be available in 65- and 70-foot range.

RICHARDSON

DELIVERIES of the new Richardson 25 have already been made to dealers. This interesting new postwar sedan and semi-enclosed utility has been designed for Richardson Boat Company, Inc., North Tonawanda, N. Y., by Sparkman and Stephens, with exterior from the board of Robert Bingman, industrial designer. Their talents have been welded with Richardson's experience with mass production to provide a fine cruiser at a moderate price

Their new type construction embodies the use of Haskelite molded mahogany for the hull to provide both strength and beauty Use of this type of construction has made possible a new type of distinctive modified torpedo stern.

All models are V-bottom design, 25 feet 3 inches overall by 23 feet 6 inches waterline by 8 feet 1 inch beam and 24 inch draft. Freeboard is 4½ feet forward and 2½ feet aft, with full 6-foot 2-inch headroom. The hull is 5-ply, molded to exact shape over special steel dies, producing a waterproof, worm-resistant, resin glue bonded, one-piece hull. Hull fastenings are Everdur bronze screws. White oak is used for the keel, stem and transom frame with mahogany plywood over spruce carlins for the decks.

Gray, Chrysler or Kermath engines will be available as optional power, equipment to include rubber mounting, starter, generator, storage battery, tachometer, ammeter and oil gauge, with all controls centered at the steering wheel. Motor compartment is insulated against both heat and noise.

Hardware is chromium plated brass or bronze and the specially designed rudder is also of bronze with stock cast integral.

A Richardson 33 is at present under development and test

CONSOLIDATED

CONSOLIDATED Shipbuilding Corporation, Morris Heights, New York, is building a large number of standard and custom yachts, ranging from the 39-foot Playboat up to a 65 foot Cruiser. All these are actual sales and many will be in service in Florida waters this season.

This builder is pursuing a middle course in design and construction. Exterior lines are functional and thoroughly modern and smart, but without radical innovations. Quality-first is evidenced throughout design and construction details. Interiors are designer-styled to combine the utmost of charm and appearance with the practical element so important aboard a boat. Consolidated has drawn heavily on proved wartime shipbuilding practices to augment its sixty years of fine yacht building experience.

In addition to its three-engine drive, the 52-foot, Triple-Screw Diesel Cruiser is unique in its cabin arrangement. Unusually spacious crews quarters with private galley are located astern of the engine room. The owner's stateroom and lounge and cockpit with auxiliary controls are all situated well forward.

Dimensions are 52 by 13 by 3-feet 6-inches. Three General Motors Marine Diesel Engines of 200 h.p. with 1½:1 reduction gears give a top speed of 20 m.p.h. The wing engines are provided with 1500-watt 32-volt generators for charging two sets of large capacity Exide batteries. Bendix vacuum-hydraulic engine controls, a Fairbanks-Morse water pressure system, and electric bilge pump which, in an emergency, can furnish cooling circulation for either main engine, complete the engine room equipment. Bendix controls can be operated from the bridge as well as from the wheel in forward cockpit. Ideal electric windlass and Lux-o-matic fire extinguisher system are provided The 10-foot

Grebe's new 60-footer is powered with a pair of 100 h.p. Diesels. She has exceptional accommodations for six or eight

Every inch of space is used with utmost economy in the Owens 2-Cabin Flagship. Shown are the sunshine cockpit, deck cabin, galley, lavatory and accommodations for four to six

9-inch motor tender can be carried in davits over the stern or on deck on either starboard or port.

The 60-foot Twin Screw Diesel Cruiser provides roomy accommodations for seven, plus a crew of four. Owner's quarters feature twin staterooms with direct acress to private baths. Length is 60 feet, beam 15 feet and draft 4 feet.

Construction Bulkheads are of ⅜ inch Marine Plywood with exception of engine room bulkheads which are of steel. Extensive application of soundproofing and fibre glass heat insulation has been made. Interior woodwork is blonde mahogany with rubbed finish.

Estimated speed is 16½ m.p.h. with two General Motors 2-cycle Diesels rated at 200 h.p with 2:1 reduction gears. Fuel tanks have 450 gallon capacity and she will carry 300 gallons of fresh water. A 7½ K. W. Diesel generating unit supplies electric current with a large 110-Volt Battery. Tungar battery charger for use with A.C. shore supply is further provided. Other equipment in the engine room consists of a Delco water pressure system, electric bilge pump, compressor unit for galley and bar refrigerators, C-O Two automatic and bridge-controlled fire extinguisher system. The cabins and dining saloon are provided with 1500-watt radiant type electric heaters. Latest types of radio-telephone and navigation equipment are provided.

The 42-foot Twin-Screw Fishing Boat was one of the first of the new Consolidateds off the ways and is now in service in Florida. Dimensions: 42 by 11 by 2-feet 10 inches. Power is provided by two Chrysler Royals with 2.03:1 reduction gears. Speed will be about 21 m.p.h.

Specifications call for the very best of construction materials. Extensive use has been made of soundproofing and heat insulating materials.

Universal generator unit, Lux fire extinguisher system, Jefferson-Travis 25 watt ship-to-shore telephone, electric engine room and galley blowers, water pressure and hot water system, built in shower and four-burner gas range are some of the items of equipment.

Consolidated custom quality is provided in two standard models of the popular 39-foot Twin-Screw Playboat. The Sedan Playboat will exactly fit the requirements of many boatmen who want berth accommodations for six. The Twin Cabin Playboat provides accommodations for five with the privacy of two staterooms. Speed is 20 m.p.h.

OWENS

OWENS YACHT COMPANY, Dundalk, Maryland, announce that their new 1946 line, which will be available early in the year, includes boats for yachtsmen, fishermen and sailboat enthusiasts. The line comprises a 1-Cabin Flagship, a 2-Cabin Flagship, a 3-Cabin Flagship, and an Auxiliary Cutter.

The 1-Cabin Flagship has 30-footer roominess built into a 27-foot hull. There is a complete lavatory, spacious galley, 13-foot sedan cabin, and full-length sleeping accommodations for four. With a 6-cylinder, 90 h.p. engine, she can do 20 m.p.h. and better. The hull, like those of all Owens cruisers, is stress-analyzed. Bulkheads, floor frames, floors and decks are fastened to the transverse framing and they are bolted to the keel so all structural members are an integral part of the true monocoque hull. The 1-Cabin Flagship is built on its own production line in the Owens factory, for utmost economy in manufacture.

The sedan cabin of this Flagship has large, screened windows, a modern ventilating system and heat and sound insulation. The sunshine cockpit is 8 feet by 8 feet and self bailing. Built-in furniture includes inner coil spring, upholstered lounges. The back rest of one of these swings upward making two single beds, 6 feet 6 inches long, while the lounge at the rear slides forward to become a large double bed. Galley contains a large work table, two-burner stove, sink and refrigerator, as well as drawers and locker space.

Owens say that when it came to designing their 2-Cabin Flagship, they put safety first, comfort second, beauty third, and speed fourth. This boat is a 33-footer, with full-length berths sleeping four to six, and a six-cylinder, 90 h.p., 17 m.p.h. motor, mounted on resilient rubber mounts. Safety features of the craft include the round-bilge type hull, raised deck design which makes her a dry, strong boat, new ventilation system, extra gasoline fuel filters, C-O-Two extinguishers a vibration proof fuel system, special fuel-filling and safety-filler caps, completely water-cooled exhaust tubes, special Underwriter-approved fuel tanks, and completely fused wiring circuits.

The deck cabin of this Owens 33-footer is more than 9 x 12 feet, with hand-rubbed mahogany paneling, new chrome and colored plastic fittings. Built-in radio, windshield wipers, horn, inside-cabin-controlled powerful searchlight, and indirectly lighted compass are all part of the basic equipment. Specifications include white oak for the keel and frames, mahogany or cedar for the planking, bronze for fastenings. Vynil tubing fittings for the fresh water system eliminate the cupric acid taste of copper tubing. Insulation fuse sockets and electrical panel boards are of new synthetics.

The 3-Cabin Flagship, 42 feet long, is an East Coast salt water built cruiser of a round bilge hull type. Her carvel planking is mahogany or cedar and her ribs are steam-bent white oak, one piece from sheer to keel. All the wood in Owens boats is given two applications of preservative. An inner skin of marine laminates reinforce the hull. Twin-screw gasoline power is standard equipment. Speed is 18 m.p.h., with higher power or Diesel optional. A new Uni-twin engine installation is a Siamese mounting on two engine beds instead of four, and neutralizes vibration to give less danger of power plant misalignment and less strain. The Uni-twin mounting also saves space, gives more cabin room and permits easier access around both engines, while it preserves full maneuverability of two independently operating engines.

Owner's stateroom on this 42-footer has full-sized double bed with deep-cushioned inner-spring mattress. There is a dresser vanity with drawer space and large mirror, and a large ever-dry clothes locker with shoe and tie racks. This stateroom has adjoining lavatory, as does the guest stateroom forward. The boat has an additional double bed and an extra berth. In the dinette there is trimming of bleached tropical woods, with matching upholstered seats. The sunshine cockpit aft has over 60 square feet of deck space. From it a chrome metal ladder on the mahogany bulkhead leads to the fresh-air lounge deck on the cabin's roof.

The Auxiliary Cutter is designed to Cruising Club rules, 40 feet 6 inches overall, 28 feet on the water, 5 feet 8 inches draft. Materials used in its construction are bronze, Everdur, stainless steel, oak, mahogany and teak. Spars are of spruce, and the hollow mast is of Sitka Spruce, with stainless steel halyards led inside. There are Nylon Egyptian duck sails and lead keel.

THE ANCHORAGE

W. J. H. (BILL) DYER reports that The Anchorage, Inc. of Warren, R. I., have completed their government contracts and are now in full swing on post-war Dyer Dinks and Dyer Dhows.

The 9-foot Dyer Dhow developed for use on PT boats and other high speed vessels where weight must be kept to a minimum has been widely accepted by yachtsmen for utility tender use. This patented hull carries an astonishing load and the boat tows well even under unfavorable conditions. A new development will be the Dyer Dhow Midget, 7 feet 9 inches long, carrying 4 to 5 people and weighing under 60 pounds. It will be built of mahogany waterproof plywood and finished bright, and will be seen on the cabin top of many a cruiser before the start of the 1946 sailing season.

The 12½-foot Dyer Dhow sailing model was first built as a one-design for West Point Military Academy. Its performance in competition has received widespread approval of dinghy sailors; already several classes have been formed. This 12½-foot Dyer Dhow is a versatile craft built on

Below, the Rhodes-designed 10-foot Class D Dyer Dink, and, at right, a 12½-foot Dyer Dhow with 5 h.p. outboard, both built by The Anchorage, Inc., Warren, R. I.

the rugged side, yet it may be carried atop one's car. It has carried seven occupants under sail, and eleven persons totalling a load of over one ton of live weight when propelled by a 5 h.p. outboard.

Dyer Dinks for 1946 will follow pretty much the same pre-war specifications and will be built in 10, 12, and 14-foot lengths. Models in these sizes will include rowing, sailing, power, and auxiliary plus nesting combinations which this firm has popularized during the past ten years or so.

The 10-foot Class D Dyer Dink now carries a loose foot marconi sail of 66 square feet on a hollow mast, joined so that it will stow within the boat, and one new class of over thirty boats is now racing with this rig which is considerably more efficient than the original lug.

This firm reports that back orders are substantial and that new business will permit them to maintain their wartime force and capacity production.

LYMAN

LYMAN BOAT WORKS, of Sandusky, Ohio, builders of clinker-built inboard and outboard runabouts, will again offer a complete line in the small boat field. The new models, most of which are already in production, will not be drastically changed in design but numerous new refinements and developments will be incorporated in all of them.

High speed inboard runabouts will be built in 16, 18, 20 and 22-foot sizes. All, except the 16-footer, can be equipped with the Lyman all-weather top and optional size engines will be available for all models.

Of particular interest is the new method of soundproofing engine compartments by which objectional motor noises have been very materially reduced.

Lyman will also build an 18-foot Islander, a medium-speed, Gray Sea Scout-powered inboard which has been designed expressly for fishing and trolling and for general use where speed is not needed.

Outboard runabouts will be built in 11, 13 and 15-foot sizes. All models have been restyled and will have greater beam and depth than prewar hulls. A 13-foot combination rowing and outboard hull, called the Ideal and a new boat designed for outboard motors of 5 h.p., which will be called the Sportsman, complete the line.

MATTHEWS

DURING THE WAR period The Matthews Company was busily engaged in turning out several types of boats for lend-lease and the U. S. Navy, principally the 36-foot LCVP landing craft. Since the ending of the war the company has been engaged in termination proceedings and conversion efforts in order to start production on the line of Matthews 38's as quickly as possible.

As a matter of record it took fifty-five working days from the time the last landing craft was finished until the first of the 1946 38-footers was launched.

After undergoing exhaustive tests at the company plant at Port Clinton, Ohio, the first boat was shipped by truck to the company's Miami branch—Matthews Cruisers, Inc.—for further testing and display in southern waters during the winter period.

Due to the unsettled conditions of supplies throughout the country, the company plans to concentrate on the production of the 38-footer which has long been its most popular model.

As soon as general conditions permit and materials become available, Matthews plans to bring out a second model somewhere in the 55-foot bracket.

The new "38" sedan which is 38 feet 11 inches w.l., 39 feet 11 inches o.a., 11 feet 8 inches beam and 3 feet 3 inches draft, is a brand new boat in several ways. Increasing the beam 8 inches over the pre war model made it necessary to make new construction drawings for the complete hull and in doing so several desirable refinements were incorporated. The new hull can be considered a refinement over the tried and true Matthews 38 of pre-war vintage and it still retains the same level running quality which Matthews has always maintained.

The new boat is a raised-deck model and has a new gracefully rounded stem. The lines of the superstructure are slightly more streamlined than before the war but they may be classed as conservatively pleasing rather than radically streamlined.

The new model is offered in two separate arrangements, both of which incorporate sleeping capacity for six people in three separate staterooms. The desirability of built-in beds is accented in the new model rather than the old folding type or dinette arrangement which had to be made up just before bedtime.

Plan A provides twin beds in the main cabin while plan B provides an upper and lower built-in bed on the starboard side in the main cabin. This latter plan also permits the installation of a shower and hot water system.

Several desirable features have been incorporated in the new model in the way of new equipment. Among these is an electric fuel gauge on the instrument panel for each tank indicating at a glance the supply of fuel aboard. Another new feature is the installation of a pressure water system throughout the boat as standard equipment.

The tankage on the new model consists of two separate 100-gallon fuel tanks and a 100-gallon water tank.

Another desirable feature is a two-way valve at the steering wheel for switching from one fuel tank to the other while engines are in operation.

The electric and wiring system in the new model has been considerably improved over the pre-war boat, incorporating the combination circuit-breaker type of electric switch in each line.

The fender guards on the new model will be either chrome-plated brass or stainless steel.

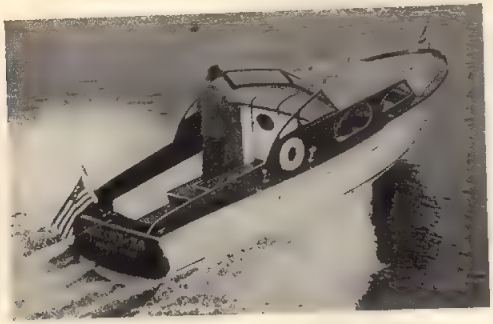
Ventilation has received quite a bit of attention; a new turbine-type ventilator above the galley is standard equipment. This revolving type of ventilator provides a continuous motion whenever the breeze is blowing. A new deckhouse ventilating arrangement is incorporated to provide continuous ventilation when the boat is locked up.

The old problem of pumping the bilge is now taken care of by a continually operating bilge pump which is run from the flywheel of one motor. This pump also drains water from the sump of the shower bath.

In the deckhouse a new type of day bed has been incorporated across the aft end to provide a large soft double bed which can be made up by even the flabbiest-muscled skipper in the country. Thus the sleeping arrangement for six is made up of four single built-in beds and one double bed.

A new yacht-type dining table of very light construction is anchored in the deckhouse permitting diners to sit on all four sides.

While ample deck space is provided for



Above: Truscott's 24-footer is available as an express cruiser (illustrated) or sport fisherman

Right: Gar Wood's 22½-foot sedan for 1946 is powered with a Chrysler 6-115 or 8-143 for speeds to 33 m.p.h.

going forward, this model provides two hatches in the forward deck both of which are served by a ladder. This provides the quickest way of going forward to handle dock lines and anchor.

The nation-wide dealer organization of The Matthews Company is in the process of being rounded-out and will be announced shortly.

The new models are being offered with one Kermath 8 Sea Chief motor with 2-to-1 reduction gear as standard power. However, since most buyers prefer twin-screw installation the company is offering a choice of two of the standard engines or a pair of Kermath 150 h.p. Sea Mate special motors with 2-to-1 reduction gear or a choice of two different sizes of Chrysler engines or a selection of Gray engines.

Production of the new model is now in full swing and will be stepped-up in volume as conditions permit.

GAR WOOD

GAR WOOD INDUSTRIES, INC., have retained Norman Bel Geddes and his organization to supervise the designing and styling of the entire new Gar Wood fleet of runabouts, utilities and Overniter models.

According to tentative plans, the Gar Wood postwar fleet will consist of eleven series of boats.

The first series will include a 17½-foot deluxe runabout offered with the 6 cylinder 93 horsepower Chrysler Ace, the 6 cylinder 115 horsepower Chrysler Crown, or 6 cylinder 150 horsepower Gray Fireball motor. One of these boats has been already been built and tested with the Crown and the Fireball motors and the model has been O.K.'d for production.

The second series is a 19½-foot deluxe runabout powered with the Chrysler Crown and the Gray Fireball. This model has a double cockpit forward.

The third series is a 22½-foot rear-engine Streamliner with three cockpits forward, powered with the Chrysler Crown or Royal 8 cylinder 143 horsepower, with patented V-drive and 1:43 to 1 reduction gear. A second model will be the Rear Engine Landau having a top over two forward seats, using either a Crown or Royal engine.

Fourth series is the 27½ foot custom-built runabout having a double cockpit forward and another aft of the motor. This is the Flagship of Gar Wood's runabout fleet, powered with the 6 cylinder 225 horsepower Scripps, or 12 cylinder 316 horsepower model, or with a pair of Chrysler Royals.

The next five series include the utility types. First of these is a 16-foot open model with 4 cylinder 61 horsepower Kermath Jeep motor or a Chrysler Ace. An 18½-foot open utility model is offered with the Jeep, Ace or Crown motors. Then there is an 18½-foot sedan, a cabin utility type, with a similar choice of engines. A 22½-footer, powered with the Chrysler Crown or Royal, is also available in both open and sedan types.

The final two series embrace two models of 25-foot 11-inch Overniter. One of these boats has a dinette convertible into a double bed, a toilet, galley, 50 pound capacity icebox, sink, glass and dish rack, full length clothes locker and ample storage space. Optional motors include single or twin Crown or Royal motors, and Gray engines may also be offered optional.

The Overniter sedan has the same equipment as the boat just described and in addition has sleeping accommodations for four persons.

Already water-tested and approved for production are: the 17½-foot deluxe runabout with a Chrysler Crown, speeds 36 to 38 m.p.h.; the 22½-foot sedan with speeds up to 33 m.p.h.; and the Overniter with speeds up to 33 m.p.h.

TRUSCOTT

TRUSCOTT BOAT AND DOCK COMPANY, of Saint Joseph, Michigan, are reconverting their plant for the peacetime production of their pleasure boat models just as rapidly as possible. Experimental models of the Truscott 28 and the 32 have already been built and mass production of the 28 and H-28 has probably been instituted before this issue went to press.

Truscott has made a considerable expansion in their facilities to accommodate production lines in the near future on all models except the 42-foot cruiser. There are eight models in all scheduled, including two 24-footers, a 28-footer, one 32-footer, and two 38-footers, and one 42-footer. A 28-foot ketch is also planned.

The 24-footer, with beam of 7½ feet and draft of 1 foot 10 inches, is offered in both express cruiser and sport fisherman models, the express cruiser providing two berths, and both models being equipped with toilet. A choice of Kermath or Gray engines permits speeds as high as 32 m.p.h. in the cruiser, 25 miles in the fisherman.

The 28-foot model is a sedan cruiser with 8-foot 9-inch beam and 2-foot 2-inch draft, providing facilities for four for comfortable cruising. Gray or Chrysler engines are installed for speeds up to 25 miles.

The 32-foot sport sedan has a beam of 10 feet and draft of 2 feet 10 inches. This is a V-bottom model with six berths and speeds of 17 to 25 miles, with Chrysler V-drive reduction.

The 38-foot Truscott, 11½-foot beam and 3-foot draft, is a round bottom type available in both twin stateroom sedan and double cabin enclosed bridge models, both providing facilities for six with optional engine installations for speeds of 15 to 24 m.p.h.

Largest of the cruiser line is the 42-foot double cabin enclosed bridge type, with seven berths in two cabins and speeds of 19 to 23 m.p.h.

The ketch is a 28-foot cruising auxiliary having a beam of 8 feet 9 inches and 3½-foot draft. There are berths for two, a toilet and Universal Blue Jacket or Sea-Mite auxiliary engine, for speeds of 6-7 miles under power.

WHEELER

CHARACTERIZED by its builders as "a cruising yacht of rugged seagoing construction and an enlightened interpretation of modern design", the Wheeler 40-foot Sunlounge (for the design features of which, as well as its name, patents have been applied) provides complete cruising

comfort for a party of seven, and luxury day appointments for a larger group.

The design of the Wheeler 40-foot Sunlounge, as for the other cruisers in the Wheeler fleet, is the result of an intimate collaboration between the builders and Eldridge-McInnis, Inc., well known naval architects of Boston, and Donald Deskey, Associates, noted industrial designers and stylists, of New York.

The hull is double-planked, with outer layer of mahogany, bronze screwed; all bull through-fastenings are of bronze, and all joiner work is mahogany with cockpit floors of natural teak. Hardware is brass and bronze, brightly chromium plated; the fittings and furnishings are of the most modern type, designed for complete comfort and enjoyment for offshore cruising.

In outward appearance, the Wheeler 40-foot Sunlounge is characterized by an exclusive Stream-sheer design for which patents have been applied. This design produces a generous freeboard and smart new flowing sheerline with an extraordinarily graceful flare.

An outstanding feature of this cruiser is the amount of light and ventilation provided throughout the below deck by an exclusive Wheeler innovation in design.

There is a private stateroom fitted with two built-in berths; direct access to the forward deck is provided through a plastic top hatch, using specially designed berth steps that eliminates the need for a ladder. The stateroom has a comfortable lounge seat, shelves, and a full length closet.

The spacious lounge provides full vision in every direction for all occupants. A completely new type of windshield reduces to a minimum all construction members, increasing not only the pleasure of steering the boat but also increasing the safety of operation. A new and simplified way of opening and closing the windshield fronts for air and perfect vision in inclement weather, is a notable feature of the design.

On the starboard side of the lounge are panels which give access to large-space areas below the side-decks, where all types of articles, even including long fishing rods, may be stowed. At the aft end of the starboard side is a cabinet of unique design, the top of which lifts up to reveal modern bar-ette glass racks and bottle space. Another panel, when lifted, opens directly into the top of the ice box.

Other outstanding features of the Wheeler 40-foot Sunlounge are: a dinette having seats which convert to a spacious double bed, a modern powder-room with completely enclosed toilet, and mirrored walls, and a generous sized self-bailing after cockpit with ample space for fishing chairs and equipment.

Unusual attention has been paid to considerations of construction and equipment to increase safety and longevity in the Wheeler fleet of standard cruisers.

The complete line-up of Wheeler standard cruisers is as follows:

28-foot Playmate; a sedan cruiser sleeping four, with complete galley and toilet and large aft cockpit; single screw gasoline power; speeds 12 to 20 m.p.h.

32-foot Sunlounge; sleeps six in two separate staterooms. Centrally located toilet and galley; large sunlight lounge sedan and large aft cockpit. Single or twin screw, gasoline power; speeds 12 to 22 m.p.h.

36-foot Sunlounge; sleeps six in two separate staterooms. Centrally located toilet, closets and galley; large sunlight lounge sedan and large aft cockpit. Single or twin screw gasoline power; speeds 12 to 22 m.p.h. (By adding special Wheeler-designed fishing equipment, pulpit, fish chairs, etc., the 36-foot Sunlight makes a perfect deep-sea sports fisherman.)

40-foot Sunlounge; sleeps 7 in 3 separate rooms. Extra large galley, sedan, and large aft cockpit. Single or twin screw, gasoline or diesel; 12 to 20 m.p.h.

40-foot Double Cabin Cruiser. Cruising accommodations for 8 sleeping in three separate compartments. Two complete lavatories. Single of twin screw; gasoline or diesel; speeds 12 to 18 m.p.h.

46-foot Double Cabin Cruiser. Complete cruising accommodations for 9, sleeping in 4 separate compartments. To complete lavatories (shower optional equipment). Also features spacious open sunlounging deck and large aft cockpit. Twin screw gasoline or diesel; 12 to 20 m.p.h. (Also available with flying bridge controls and windshield.)

50-foot Bridge Yacht has generous width side decks, sleeps 9 in owner's party and crew of 2, all controls are on semi-enclosed Flybridge. Available twin gasoline and diesel power; speeds 12 to 22 miles.

55-foot Flying Bridge Yacht. Two spacious staterooms aft with two lavatories and adjoining shower. Cruising accommodations for eight in owner's party, crew of 2. Twin screw gasoline or diesel, speeds 12 to 20 m.p.h.

60-foot Flying Bridge Yacht. For offshore cruising with semi-enclosed flying bridge and with flush deck construction and aft fishing cockpit. Cruising accommodations for ten in owner's party; crew of 2. Three staterooms aft and large dining and lounging salon. Twin screw, gasoline or diesel; speeds 12 to 25 m.p.h.

Comfort, safety and convenience are outstanding characteristics of the Rhodes 33, handsome race-cruiser built by the South Coast Company at Newport Harbor, California

SOUTH COAST CO.

SOUTH COAST COMPANY, Newport Harbor, California, believe that their production line methods, as applied to boats, were quite well advanced just prior to the war, but during the last four years methods have been learned that, through the use of better jigs, will increase production on their new building program by decreasing man-hours consumed, thus resulting in the lowest possible cost while producing a superior boat. Tests are being conducted on promising war-developed products, one such material being Velon, which seems to offer the elimination of the age old trouble of faded, soiled, mildewed or water-soaked cushions and covers.

On November 17, they launched one of their Rhodes 33's, first unit in an extensive post-war program. Probably the most popular boat of the South Coast line, this is a one-design keel sloop, 33 feet 8 inches by 22 feet 4 inches by 6 feet 10 inches by 5 feet, that combines racing performance with cruising accommodations. The post war Rhodes 33 includes no changes in any way affecting the sailing qualities of the boat or the one-design feature, but incorporates minor improvements in comfort and convience. Such added refinements include underdeck turnbuckles, new halyard arrangement for easier handling, more accessible genoa sheet winches, etc. When the boats are again available in quantity, there will be a 100 percent increase in the ranks of the local class, and every indication points to the establishment of Rhodes 33 classes in all the country's major yachting centers.

Production of Hubbard Stars was resumed the latter part of November, with the first group scheduled to be shipped to Star Class enthusiasts throughout the country. The group performance record of the Hubbard Star has never been equalled. Production has also been resumed on their line of Hubbard's Sea-Going Hardware.

The California 32, one of which was the winner of the 1941 Honolulu Race, will be built exclusively by the South Coast Com-

Kent Hitchcock

This '46 model 27-foot Chris-Craft cruiser embodies a new style motif combining the modern with the traditional in nautical design. Speeds up to 24 miles, with a choice of three power plants

pany and delivered to all Pacific ports. Measuring 46 feet by 32 feet by 10 feet 9 inches by 6 feet 9 inches, with cruising accommodations for four plus a paid hand, the California 32 is a quality boat through out. Due to the scarcity of teak, which is used extensively, production of this boat may be delayed a little longer than their other models, however, they expect to be underway on this program in the near future.

Rounding out their line of stock boats are the Falcon, a 16-foot overall centerboard sloop, extremely popular as a low-priced boat for day sailing and for training, and the Albatross, a 22-foot 8-inch keel sloop day-sailer -both one-design class boats. To these already established classes are being added the L-16 and the L-24; the hulls of these boats will be molded by Luders and the balance of construction done by South Coast.

CHRIS-CRAFT

PRODUCTION has already started on many models of the fine new fleet to be offered in 1946 by the Chris-Craft Corporation, Algonac, Michigan. Some of these have already been shipped to various parts of the United States.

Chris-Craft is looking forward to the greatest boating boom in the history of the industry and this optimism is substantiated by a large backlog of orders covered by deposits.

Limited data only has been released to date on the new boats planned but additional models will appear in the near future as they are approved for building.

As in the past, Chris-Craft will have a full line of utility boats. One of these is a trim little 16-footer, fine for fishing. Though low priced, the new model incorporates many tried and proved features including a double-planked bottom, batten seam sides and salt water equipment throughout. A 60 horsepower engine gives a top speed of 30 m.p.h.

Then there's an 18-foot utility offered with 60 or 95 horsepower engine, and available with a shelter top. The larger engine will send her along at 35 m.p.h.

In the runabout field, there is an interesting little 16-footer, "price-leader" of the 1946 fleet, designed to sell in the low price field, yet offering thrilling speeds up to 37 m.p.h.

In the deluxe group, a 17-footer has been tested. Optional engine installations are possible, including 60 or 95 horsepower. A 121 horsepower installation drives her 38 m.p.h. Despite increased cost of labor and material the builders, by careful planning, are able to offer this racy new model for little more than a low priced automobile.

A new style trend is incorporated in the 20-foot Chris-Craft custom runabout for 1946. Modern features include rakish slip-streamed flagstaffs, folding V-type windshield, bomber bow, and completely streamlined hardware. A new two-tone color scheme has been combined with sleek, racy lines, and the builders have blended blonde mahogany with the rich red variety to produce a strikingly beautiful contrast. Three engine options offer speeds to 40 m.p.h.

The Sportsman is a big able three cockpit runabout, ideally suited for commuting, fishing, joy riding, aquaplaning and many other sports. Speeds to 40 m.p.h. are offered and single or twin screw engines, optional. This new model is available with demountable navy top or built-in sedan cabin.

In the low priced cruiser field, Chris-Craft offers an attractive 26-footer, with accommodations to sleep four. This new model places a weekend afloat or an extended cruise within the means of the average American family. It is complete with built-in galley and roomy toilet compartment. Engine options of 60 or 95 horsepower give top speeds to 21 m.p.h.

A new 23-foot express cruiser has a cozy forward cabin to sleep two, with sliding windows port and starboard and windshield to protect the helmsman. Aft there is a wide seat in the open cockpit. Optional extra equipment includes deluxe navy top, stove, icebox, and toilet. With 130 horsepower, this model makes 33 m.p.h.; engine options include 60 or 95 horsepower.

There is also a new 27-foot Chris-Craft cruiser for 1946 embodying a new style motif combining the modern with the traditional in nautical design. Three power plants are available with top speeds to 24 m.p.h. The 27 footer has accommodations to sleep four, a complete galley, plenty of storage space, chummy dinette with 'round horizon vision and large open cockpit with stern seat.

Stepping up in size there is a 30-foot sedan cruiser with accommodations to sleep four, two each in private staterooms, and a galley with stove, sink and icebox. Single or twin screw power plants permit speeds up to 24 m.p.h.

Then there is a 36-footer in a double stateroom enclosed cruiser type with accommodations for six, sleeping two in each of three separate cabins. Noteworthy features include a large open cockpit, bridge deck lounge, built in dinette, full size toilet compartment, real nautical galley and private forward stateroom with built-in berths.

One 36-footer is available as a double cabin enclosed bridge cruiser providing a comfortable owner's cabin with double bed, dresser, wardrobe and lavatory. Other attractive features include a sundeck, open aft cockpit, bridge deck forward, toilet compartment and ship's galley. Speeds run up to 23 m.p.h.

Planned for early production is a 40-foot double cabin enclosed bridge cruiser designed for extended cruising which sleeps eight, two each in four separate cabins. Single or twin screw engines are available with top speeds to 23 m.p.h.

In the 46-foot range, there is a double cabin enclosed bridge cruiser with sleeping accommodations for nine in four individual cabins. Speeds run up to 24 m.p.h. The new 46-footer features modern lines combined with luxurious quarters as well as a spacious sundeck atop the aft cabin.

A flying bridge is incorporated in one 46-foot double cabin enclosed bridge model. It combines commodious accommodations with new rakish lines and provides a complete owner's cabin with single and double bed, vanity dresser and roomy lavatory. Other innovations include cozy sundeck, spacious salon and a separate guest stateroom or crew's quarters as the owner chooses. She sleeps nine and makes 24 m.p.h. with twin 160 horsepower engines. As is the case with all the other larger cruiser models, optional power plants are available.

KITKRAFT

A SMALL GROUP of business men, themselves boat enthusiasts and interested in the molded plywood industry, have conceived a plan designed to aid the amateur boat builder. They reason that if the amateur can buy a bare hull, the rest of the job of building will be so simplified that it will attract many more enthusiasts into the home building circle.

This group had been watching the progress and development of molded plywood in the boat field for the Army and Navy during the war. Just prior to cessation of hostilities, they selected the combination of Phil Rhodes and Allied Aviation Corporation as the means of putting over their new project—KitKraft.

The project, briefly, is this: The Kit-Kraft Company will place at the disposal of the amateur boat builder, a standard hull of molded plywood construction, together with a set of detailed drawings and certain fabricated parts, from which the boat builder can finish up his own boat.

They first made sure they could procure good molding work for the hulls and then secured the services of P. L. Rhodes, of Cox & Stevens, to design a group of

original boats from which the KitKraft standard fleet would be selected.

The project was then thrown open to public analysis by way of a cross-sectional survey, and the way for KitKraft to proceed was made clear. The organizers, already interested in Allied Aviation Corporation of Cockeysville, Maryland, decided to have this company make up a selected standard fleet of molded plywood hulls to KitKraft designs, ranging from dinghies and canoes to cruisers and auxiliary sailboats. Allied Aviation Corporation is well known as the builder of the Navy amphibious twelve-passenger glider, LRA-1, the hull for the Luders' L-24, The Invader, and hulls for 18-foot Navy airborne life boats.

Each hull is seamless and streamlined, featuring water-proof, phenolic bonded, molded plywood construction. Allied Aviation Corporation, licensed under the Vidal process, has already tooled to produce a light, strong and durable line of hulls incorporating advanced principles of design.

One of the inherent improvements of a molded hull is that it allows the designer to lay out any lines he desires without having to worry about planking difficulties. Another feature is its light weight. Its extreme lightness is illustrated by the fact that a 9-foot dinghy, complete and ready for use, weighs about 70 pounds, and the hull for a 26-foot overall sailing boat weighs about 275 pounds.

The method of making boat hulls by means of low pressure molding, using the bag molding process, developed and perfected before the war, has been proven by four years of hard usage during the war.

The KitKraft Company, whose address is Post Office Box 4553, Baltimore (12), Maryland, intends to distribute and sell its boat kits on the mail order principle and before long will be well under way with its project. Allied Aviation Corporation is presently in production on several of the hulls, and the boat kits will soon be available.

Moulded plywood hulls, sold by mail by Kit Kraft Co., with drawings and fabricated parts. Shown are a 19-foot knockabout, 9-foot dinghies and a Luders 16

Wagemaker Wolverine boats should be available in 56 standard models by late spring — rowboats, outboards and sailboats

WAGEMAKER

ILLUSTRATED in an accompanying photograph is a new 14½-foot model built by Wagemaker Company, Grand Rapids, Michigan, with molded hull of 54-inch beam and 27-inch freeboard in a 240-pound deluxe runabout. Finished in mahogany exterior and spruce interior, the 5/16-inch molded hull is fabricated of 5 plies of impregnated phenolic bonded veneers.

In addition to this particular model they also have a 16½-footer which will be offered in standard, deluxe and super deluxe models. To round out their line of molded plywood hulls they will also have a 9-foot dinghy, a 12-foot lightweight auto-top boat and a 12-foot runabout.

BRUNSWICK MARINE

THE BRUNSWICK MARINER 22 is a new auxiliary sloop designed by Brunswick Marine Construction Corporation, Brunswick, Georgia, to serve as a fast, able one-design racing class which can also be used as a comfortable cruising boat.

Speed, liveliness and windward ability have been achieved yet ample accommodations have been provided for two people to cruise comfortably, or for four people, the racing crew, to spend a night or two aboard.

The Mariner is 31 feet 1 inch overall, 22½ feet waterline, 7½ feet beam, 5½ feet draft, and carries 470 square feet of sail in a Marconi sloop plan.

The inboard auxiliary motor is separated from the cabin by a fuel-tight bulkhead to keep engine odors from the living quarters. There is a galley at the foot of the companionway, with icebox to port, lockers over it, and sink and stove to starboard, with drawers and lockers under. Berths in the main cabin have lockers under, and outboard behind the back rest as well.

There is an enclosed toilet room open to the bow provided with bins for sail storage and two pipe berths can be fitted forward of the main cabin bulkhead to provide total berthing facilities for a party of four.

GRUMMAN

AN INNOVATION in the field of small pleasure boat construction is the aluminum canoe recently introduced by Grumman Aircraft Engineering Corporation, Bethpage, L. I. Built entirely of aluminum alloy, the canoe is safe, light, strong, durable and easy to handle. Maintenance costs are substantially reduced or eliminated by the metal construction.

The aluminum design uses pre-formed skins, die-formed pressings for ribs, thwarts, seats and bulkheads, and extruded shapes for the keel and gunwales. They can be supplied painted, or unpainted for use in fresh water. For salt water use, they should be painted to prevent corrosion. All painted canoes are anodized at the factory to provide a bond for the paint.

Two built-in water-tight air chambers at the bow and stern make the Grumman canoe extremely safe. Swamped, it will support people sitting in it from one end to the other. If placed in the water bottom-up, it will right itself.

These canoes are built in 13-, 15-, 17- and 18-foot models. The light-weight 13-footer weighs only 38½ pounds and will carry as many as 4 people. The 15-footer is recommended for the trapper, prospector, or one planning an all-summer trip with considerable duffle. It makes a good two-person livery canoe and will accommodate up to 5 persons. The 17-footer is an all-around family canoe and the 18-footer is especially adapted to the needs of guides and sportsmen.

Left: The Island Clipper, 30-foot waterline one design keel sloop designed by Merle Davis and built by Fellows & Stewart, Wilmington

Wilmington Boat Works has prepared plans for five seagoing little ships from 23 to 54 feet. They all resemble Sea Witch (below)

unusual rig for a craft of this size. Youngsters starting to sail Bantams soon become familiar with all of the sails and techniques of sail handling they will find later on the larger classes such as the Internationals and six-meters.

The mast of the Bantam is stepped on the thwart in such a way that the rig may be shipped or unshipped without changing the adjustment of stays, an important feature where the boat is to be hauled across country to various regattas by trailer.

Construction is of flat plywood with a minimum of seams to produce a leak-proof hull. A class to govern their racing has been established with every precaution taken to see that the boats are as near identical as possible. Secretary of the Class is Charles Harrison, 468 Locust St., Lockport, N. Y.

Below. Skaneateles has a new one design—Bantam, a 14-foot plywood sloop

FELLOWS AND STEWART

IN 1946 FELLOWS AND STEWART, Wilmington, Calif., will feature the 44-foot Island Clipper racing-cruising sloop. Production is starting on a number of these for stock and several have been sold for May and June delivery. The Island Clipper is a 30-foot waterline sloop with 715 square feet of sail area, sleeping four persons. She is a fine able craft, well proved in tough ocean cruising.

Next in their line is a fast new standardized cruiser, 34 by 11, of modern lines and arrangements designed by Dair N. Long, with a rough water hull based on his well-known rescue boats. Deliveries are planned for June.

For the medium priced sailing field, they are developing a stock 32 by 26 by 10 by 5-foot 6-inch auxiliary sloop called the Island Traveler. She will emphasize comfort and seaworthiness rather than speed. A feature of the design will be a streamlined molded doghouse with 300-degree view from a seated position.

Another model for '46 is a new idea in small speedboats, a 17-footer with 6-foot 10-inch beam and 3-foot freeboard. This has been specially designed by Dair Long to be carried to sea by the large purse seiners and used as a fast bait scout, net boat and general utility tender. She makes 30 m.p.h., is excellent in a stiff chop and has created a great deal of interest. Deliveries are scheduled for mid-spring.

SKANEATELES

SKANEATELES BOATS, INC., Skaneateles, N. Y., have been building small boats since 1893. Today they are among the largest builders of small one-design classes in the world, including Lightnings, Comets, Penguins and a recently announced Rhodes Bantam. The company was also among the first to manufacture molded plywood boats on a commercial basis and have been turning out small craft for civilian use for the past year. All of their boats have had improvements added since the pre-war models including the use of Sitka spruce for frames and other structural members.

The new Rhodes-designed Bantam sloop is a 14-footer of exceptional stability, yet offering a fine turn of speed. Her modern sail plan, with high fore triangle, includes a Genoa jib and parachute spinnaker, an

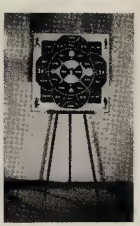
WILMINGTON BOAT WORKS

IN ADDITION to having built a great many of the West's luxury yachts, including Endymion, Chubasco, Serenade and Santana, the Wilmington Boat Works, Wilmington, California, has developed a line of off-shore cruising auxiliaries that has proven very popular among western yachtsmen. These little ships, similar to the famous Sea Witch, combine the appearance and best qualities of the old-time sailing ships with the efficient gear and equipment of the modern cruising auxiliary.

The popularity of this type of deep water cruiser is so pronounced that the company has prepared plans for a series of five boats whose overall dimensions range from 23 to 54 feet. They are all tuon to traditional sea-going detail, differing only in arrangements and principal dimensions. Construction has started on two 35-footers, sister ships to Sea Witch and Sea Rover. The firm intends to build a number of each of the various sizes and will also make complete plans available to those who wish to purchase them

(*Continued on page* 178)

DARTS and DART BOARDS



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20th CENTURY WAGON

No. 20 WAGON

Body measuring 9½" x 17" x 2" deep is manufactured of seasoned hardwood, attractively finished in bright red with an attractive 20th Century design silk screened in white. Entire undercarriage is made of metal with 5" metal wheels complete with rubber tires. All metal parts finished in black gloss lacquer. Handle is also solid steel. Body packed assembled; undercarriage and wheels come K.D. with very simple instructions for assembling—just a matter of a few bolts and nuts. The wagon will support 100 lbs. Each wagon wrapped individually with metal parts. Packed 12 to a carton. Weight per carton: 50 lbs.

•

ENDWOOD DART BOARDS

Two sizes: 19½" x 19½" x 1" wired one side. 22½" x 22½" x 1½" wired both sides. We urge the early placing of orders.

Send for catalog and prices

HENIK & SITES MFG. CO.

(Successors to Jerry Lowenthal & Co.)

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Immediate Delivery

Brand New... Sensational!

MELODY BANK

Here's another scoop—with instant sales appeal! Here's the perfect set-up for fast sales! Here's a fool-proof combination which every mother, father, uncle and aunt will BUY ON SIGHT! It's educational . . . it's entertaining . . . it encourages thrift!

The MELODY BANK is made of all metal, finished in pink or blue crackled baked enamel, washable, contains an imported GENUINE SWISS MUSICAL MOVEMENT which no child can overwind (internal mechanism of the Melody Bank has been sealed at the factory against tampering); carries an unconditional factory guarantee of 6 months, as to materials, workmanship and perfect operation, enclosed in each package, the face of the bank is in multicolor with small, fry all over the scene. Insert a nickel, dime or quarter and the Melody Bank plays a tune while its colorful dial revolves, disclosing a series of animated Mother Goose characters.

IT'S THE TALK OF 1946! Stock, feature, display this SMASH HIT for IMMEDIATE SALES!

MELODY BANK Makes Radio Debut! The Melody Bank was used in a novel skit on a recent Fred Waring radio program. It was a HIT!

Price $6.95 each (in 1 dozen lots)
$6.75 each (in 3 dozen lots or more)

$10.95 retail

Measures 4" wide; 6½" high; 3" deep.
Capacity approximately $50.00 — Individually Boxed.
Minimum order, 1 dozen.
Terms, 2% 10 days, F.O.B New York to rated firms. C.O.D. to non-rated firms.

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THE 20 FT. RUNABOUT
CLINKER BUILT
THE NEW LYMAN IS HERE!
MOST MODELS NOW IN PRODUCTION
Smartly styled new inboard ru. models in 16 18 20 and 22 ft sizes are with a host of new features for your boating pleasure all built to proven standards of Lyman design and craftsmanship.
A new 18 ft. medium speed 'Islander' especially for fishing and trolling.
Sparkling new 11 13, and 15 ft. outboard runabouts and a new outboard for 5 H.P motors.
CLINKER-BUILT FOR BETTER PERFORMANCE AND LONGER LIFE!
See your Lyman dealer, or write for a copy of this new folder and price list, which contains detailed information regarding the entire line.
LYMAN
SANDUSKY OHIO
LYMAN BOAT WORKS
FOOT OF FIRST ST
SANDUSKY OHIO

BOATS (*Continued from page 178*)

HILBILT

AT THEIR OHIO RIVER plant, Hilbilt Boats, Madison, Indiana, are producing a line of standardized boats especially designed for shoal water cruising. Trials were recently conducted on the river, during which the new 33-foot Hilbilt cruiser was thoroughly tested.

An extended series of tests were made on the hull and performance data was collected at various displacements, ranging from the bare hull to an excess loading of 1500 pounds. In the latter case, this means that the load ran 1500 pounds in excess of the designed displacement.

Considerable experimentation was carried forward, involving various tunnel designs. From this test data it has been definitely determined that this new 33-foot model is considerably more efficient than any of the earlier Hilbilt models. As a matter of fact, results showed that this tunnel-stern design also proved to be more efficient than several others of more conventional design.

SEA WULF

SEA WULF seaskiffs are built by Red Bank Marine Works, Red Bank, N. J., in sizes ranging from 22 to 36 feet. Their plan of design and construction is such that the purchaser may have practically any feature he prefers in floor plan layout and optional motors in single or twin installations—Gray, Scripps, Kermath, Chrysler and others.

Significant features of all Sea Wulf models are the fine hand finish, attractive cabin appointments and fittings, generous headroom, seat cushions, Lux fire extinguisher system and similar refinements, all as standard equipment. They are notable for smooth performance and dry riding at speeds up to 45 m.p.h. At any speed, they will take full rudder, maneuvering smartly and easily.

Hilbilt boats are designed especially for comfortable cruising in shoal waterways. A new 33-footer in recent trials has demonstrated exceptional efficiency

The Sport Fisherman, model No. 202, is a 28-foot open skiff with a spacious cockpit providing ample room for trolling chairs and fishing gear. All exterior and interior trim is of fine selected mahogany.

The 28-foot semi-enclosed model 201 has two comfortable full length upholstered berths, combination fish well and icebox, lazarette and toilet. The big cockpit accommodates eight to ten comfortably. Gas tank capacity may be as large as 200 gallons and motor installation is optional with single or twin screw for speeds up to 40 miles.

Model 207 is also semi-enclosed with speeds up to 45 m.p.h. It sleeps two in full length upholstered berths and has complete galley equipment. The spacious aft cockpit may be used for trolling chairs, yacht chairs or cockpit seats. The 36-footer has a 9½-foot beam, 29 inches draft and freeboard of 52 inches forward and 36 inches aft.

The 28-footer is also available in a flying bridge model, sleeping four persons, and providing in its equipment a double insulated icebox, choice of stove, ample space for chinaware and a drop leaf table. A Weekender model, the 204, is especially suitable for weekend cruising or fishing. This model has a generous aft cockpit and full headroom in the trunk cabin.

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BOYS MAY CHOOSE TO ATTEND EITHER THE FLORIDA OR NEW JERSEY SCHOOL

New Jersey unit at Toms River. 8th grade through high school. Accredited. Special classes preparing for U. S. Government Academies. All sports, band. 2 gyms, 2 athletic fields. *A few mid-term vacancies available.*

Summer school and camp for boys 10 to 17 at Toms River July 5-August 25.

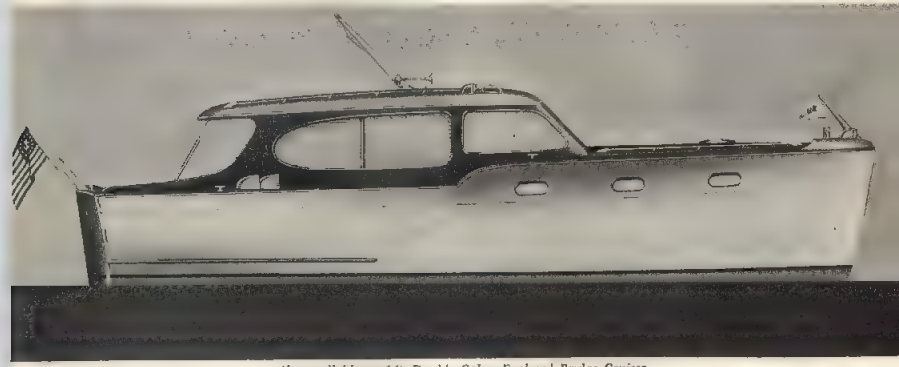
Apply now for 1946.

Florida unit in St. Petersburg, the Sunshine City. Grades 7 to 12. Same high academic standards, same management, facilities as at New Jersey unit. Fleet of boats includes 70-foot power yacht, "Phantasy." 200-acre campus, 15-acre waterfront on Boca Ciega Bay. *A few mid-term vacancies.*

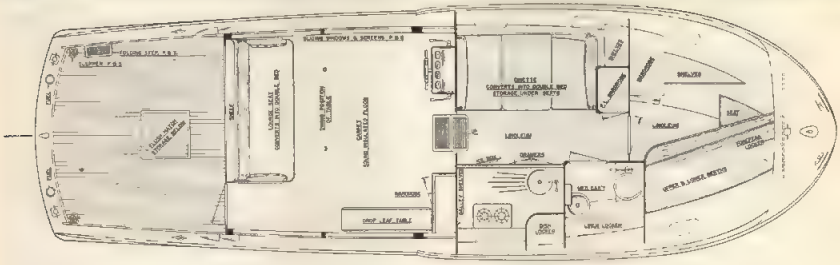
For catalog, address Box MB, Toms River, N. J.

NEW JERSEY SCHOOL IS 75 MILES FROM NEW YORK CITY, 54 MILES FROM PHILA.

Chris-Craft 36-ft. double stateroom enclosed



Also available a 36-ft. Double Cabin Enclosed Bridge Cruiser.



Planned Pleasure for 1946!

by the World's Largest Builders of Motor Boats

More than a quarter of century of planning has gone into the smart new Chris-Craft 36-ft. Double Stateroom Enclosed Cruiser. Here are a few of the many features which will immediately appeal to you. Forward stateroom with built-in upper and lower berths . . . convenient dinette located directly opposite the large, light and airy galley . . . toilet compartment with linen locker . . . big, beautiful deckhouse with lounge seat which converts into a generous size double bed . . . drop leaf table . . . sound insulated floor, carpeted . . . large aft cockpit with plenty of room for sunning and a protected portion—all in a husky hull built for a lifetime of pleasure afloat. See your Chris-Craft Dealer today for details on this and other new 1946 Chris-Craft Runabouts, Utility Boats, Cruisers, Express Cruisers and Motor Yachts. Buy now to insure a more favorable delivery position.

COMMAND YOUR OWN

Chris-Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Dimensions Length 38' 11" w. l. 38' 11" o. a. 11' 8" beam— Sleeps 6— Single or twin screw power.

"The New Matthews "38" is Here!"

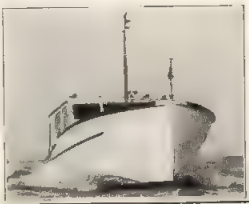
THE new "38" Sedan for 1946 was launched just 55 working days after the last Navy Landing Craft left our yards. We believe you will find her the finest cruiser we have ever turned out in our 56 years of quality building.

Longer, beamier and just as husky as her pre-war sister with a number of new features, she is available with two different interior arrangements. Each arrangement provides three separate staterooms, a smart roomy deckhouse and a larger than ever aft cockpit for fishing.

The complete story with interior arrangements, prices and specifications is now ready. Send for your copy today.

THE MATTHEWS CO.
PORT CLINTON 4, OHIO
In Miami — MATTHEWS CRUISERS, Inc., 1825 Biscayne Blvd.

The new "38" has a gracefully rounded stem with greater flare and more beam. She is as husky as a tugboat—yet a faster and easier driven hull than heretofore. She runs as level as ever and is extremely dry in a seaway. Nearly 2 miles per hour faster with the same power over the pre-war model.



Production is now well under way and will be stepped up as fast as conditions and supplies will allow.

Write or wire us today and we will send you the name and address of your dealer.

"WHEREVER YOU CRUISE . . . YOU'LL FIND A MATTHEWS"

Francini Piano Accordions

A PRODUCT OF ITALY'S FINEST CRAFTSMANSHIP

The Piano Accordion is the easiest of all instruments to learn to play. The treble keyboard, which carries the melody, is exactly like a piano keyboard except for size. Anyone who can pick a tune on the piano needs no instruction to learn the right hand technique for this instrument. On the bass keyboard, complete chords are obtainable by pressing one single button. This greatly simplifies the technique of playing and makes possible the beautiful and characteristic harmonic effect obtainable only on the accordion. It's easy and it's fun!

Francini Accordions are the best buys that Wards have ever been able to offer to the American market. They are made in one of Italy's oldest and finest factories . . . the result of years of research and experience of master craftsmen whose lives have been devoted to making fine instruments. Nothing has been left undone to produce an accordion that has all the beauty in tone and design so characteristic of fine Italian instruments, plus the mechanical perfection and sturdy, trouble-free construction so necessary to the American player. Beautifully designed, they are made from finest quality seasoned plywoods for light weight, then covered with gleaming black plastic, permanently secured. Both treble and bass key mechanisms are of latest and finest foolproof design. Treble keyboard is all aluminum with aluminum rods running the length of keys to prevent warping. Bass mechanism is most efficient and noiseless ever developed. All reeds are made from finest quality Swedish steel, scientifically tempered to assure staying in tune, hand finished and hand tuned. Reed blocks laminated and treated to prevent warpage. Valves are plastic instead of wood—therefore lighter in weight and warrpproof. Coupler slides mounted between duraluminum plates, will not bind or stick. Coupler mechanisms are positive and action is light as a feather. All models fitted with latest type internal bellows lock instead of older type straps. Bass strap instantly adjustable. Padded leather shoulder straps and book of "First 5 Lessons" included with each instrument—will teach you how to play, whether or not you read music now, even without the help of an instructor.

Francini Master Model Accordion (Shown Above). Beautiful gleaming Jet Black 120 bass accordion with 41 treble keys. An ideal instrument for anyone from beginner to most advanced professional. Three treble couplers (4 voices); one bass coupler (2 voices). Four sets of reeds in treble; 5 sets in bass. Actual weight 23 lbs. 9 oz. Size 20½ by 15⅜ by 10¼ in.

With tuxedo-style Keratol (artificial leather) covered case; leather bound, leather handle, 2 inset snap locks. Plush lined; plush apron for extra protection. Wt. 39 lbs.

51 T 3346 RT—Shipped Express from Chicago. 450.00

Top left view. (A) Knob for adjusting concealed bass strap. (B) Internal bellows lock controlled by knob

Below are four other Francini Accordions (Not Shown). Look exactly like one above except for size, number of keys and couplers. Each instrument complete with tuxedo-style Keratol (artificial leather) covered case; plush lined, post type leather handle, 2 inset snap locks.

Francini DeLuxe Model. 120 basses; 41 treble keys. Two treble couplers (two voices); one bass coupler (2 voices). Three sets of reeds in treble; 5 sets in bass. Actual weight 22 lbs.

51 T 3337 RT—Size 20½ by 15¼ by 10 in. Ship. wt. 37 lbs. Shipped Express from Chicago. 385.00

Francini Standard Model. 120 basses, 41 treble keys. Two treble couplers (two voices). Two sets of reeds in treble; four sets in bass. Actual weight 21 lbs.

51 T 3328 RT—Size 20½ by 15¼ by 10 in. Ship. wt. 36 lbs. Shipped Express from Chicago. 350.00

Francini Baby Grand Model. Smaller size. (Ladies) 120 basses; 39 treble keys. Two treble couplers (two voices). Two sets of reeds in treble; 4 sets in bass. Actual weight 18 lbs. 4 oz.

51 T 3319 RT—Size 17⅞ by 15 by 9¼ in. Ship. wt. 31 lbs. Shipped Express from Chicago. 325.00

Francini 48 Bass Accordion. Small size for children. 34 treble keys. Two treble couplers (two voices). Two sets of reeds in treble; 4 sets in bass. Actual weight 17 lbs. 3 oz.

51 T 3310 RT—Size 17 by 14¼ by 9¾ in. Ship. wt. 29 lbs. Shipped Express from Chicago. 245.00

Use Your Credit to Buy One of These Fine Accordions. See Page 189 for Terms.

Ace Sellers by ACE TOY

POM POM GUN

Here is a new and fascinating ACTION toy that will amuse youngsters of all ages for hours. The turrets move in and out like a real precision instrument, making a noise characteristic of a real Anti-Aircraft Gun. Colorfully lithographed for utmost attractiveness and sturdily constructed for long use.

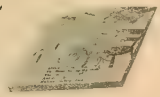
Famous

ACE ACTION BIKES

For pull toys that are tops in sales appeal, nothing beats these ACE creations. The legs, wheels and thighs all move in a most realistic manner. Four characters—boy, cop, duck and clown. All are brightly lithographed. All have plastic tire, bike back wheels and a large bell for a noisemaker. Strongly riveted and quality constructed throughout. Packed 2 dozen to carton, 6 each of the 4 numbers equally assorted.

PICTURE PUZZLE

Our assortment of 8 picture puzzles with colorfully illustrated nursery rhymes is just the thing for little tots 2 to 5. Made of ¼" durable material, they come in big pieces. Packed 2 doz. to carton, 3 of each of the numbers equally assorted.



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METAL SEE-SAW
HOBBY HORSE
With All Metal Bottom
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MANY OTHER TOYS & JUVENILE ITEMS

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METAL SWING

A handsome, well built swing that every youngster wants. All metal construction except seat and horse's head. For indoor and outdoor play. Real value. Retails $13.00.

GLIDER GUN

All metal. Launches gliders. Gun is 9" long. Handsome, Durable. Gliders perform loops, long flights, etc. Retails $1.79.

ELECTRIC WASHER

Plug it in and the electric motor moves the plunger up and down, with a turning motion. A sensational toy. Finished in white enamel—"just like Mother's washer." Priced for volume sales, in two models.

Motor Driven, Retails $7.75
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Sporting Goods—Toys—Games
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the Hit Line of the California Toy Show!

Children see and fall in love with them. Parents notice and buy them for the little housewives of tomorrow. You stock and profit from . . . the Futurland miniature reproductions created by Mattel of California.

Sales are fast. Cost is low. Repeat business is guaranteed by new models and accessories.

These colorful, inexpensive, original plastic toys were the sensation of the California Toy Show. Order once from Mattel and you will be re-ordering throughout the rest of the year. Send now for your profit-making brochure from Mattel.

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JALOF & LEWIS SALES
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NEW YORK SHOWROOM
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Newest Sensation

at the

1946 TOY FAIR

Airline STRATO FLIER

Only 29¢ RETAIL

A fitting addition to the highly approved line of winners by Airline. It flies through the air; propellers spin and whine; higher and higher the Strato Flier climbs out of sight and then it returns. Every child will want a Strato Flier. See it at the Toy Fair.

Air Line MANUFACTURING CO.

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STROLLER - WALKER

DIMENSIONS: 17½" wide 24" long, 18" high. Handle 30" long.

- New 1946 Model
- Sturdy, All Steel Construction
- Coil Springs under Wheels and Seat
- Rubber Tire Steel Disc Wheels
- Rubber Covered Front and Rear Bumpers
- New Type, Automatic Locking Handle
- Space for Packages
- Removable Floor Board
- Colored Play Beads
- Finished in Blue and Ivory Combination

A-A EXPRESS
COASTER WAGON

All steel construction. Body finished in Fire-red enamel. Black enamel undercarriage and handle. Has 9 inch rubber tired wheels with hubs. Sturdily built for long use and hard wear.

Body is 35" long overall, 15" wide, 3½" deep.

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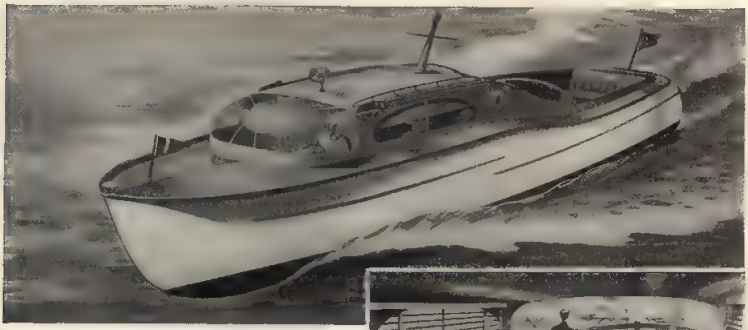
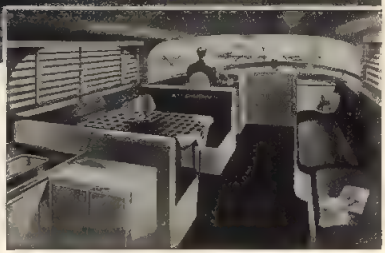
TOYS

Order Your New All Steel Cabin Cruiser **NOW!**





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Aqua-King

Enjoy the thrill of owning this amazing

ENTIRELY NEW TYPE OF CABIN CRUISER

No other boat gives you all these unusual features!

SAFETY:
All-steel welded hull and house. Self-bailing cockpit. Non-skid deck and walks. Fireproof. Condensation eliminated. Illuminated hand-rails. Combination escape hatch and gear locker.

COMFORT:
Non-glare windshield and hood of Solex safety glass, filters infra-red heat rays; Fibreglas cabin insulation. Controlled ventilation. Fully equipped water closet.

LONG LIFE:
No water logging. Minimum fouling. Anti-rust and anti-corrosion treatment. Washable bulkheads. Minimum upkeep. Electrolysis control. Shock-absorbing engine bed.

BEAUTY:
Clean, easy flowing lines. Streamlined cabin. Attractive, complete dinette, galley and locker. Carpeted 13 foot cabin. 14 foot cockpit. Tiled galley. Choice of several beautiful color plans.

WRITE FOR DETAILED DESCRIPTIVE FOLDER

Spring and Summer Deliveries

• SOME DEALER TERRITORIES STILL OPEN.

Price

Aqua-King

$4990.00

Completely equipped. Ready to sail. F.O.B. plant

DIMENSIONS:
Length 38'0"
Beam 10'0"
Draft 2'6"
Speed 20 MPH
(with 135 HP Chrysler
or
120 HP Palmer)
(Gasoline Engine)
(Optional flying bridge with dual controls)

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DURING THE TOY FAIR
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For 26 Years Manufacturers of
QUALITY DOLLS at POPULAR PRICES

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ROLLING HORSES ON WHEELS

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STUFFED DOLLS and ANIMALS

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142 WEST 24th STREET **NEW YORK 11**

ROLLFAST CONSTRUCTS TRICK PERFORMING BICYCLE FOR FAMOUS COMEDIAN

A new trick-performing bicycle has just been built for Joe Jackson Jr., well known bicycle comedian, by the D. P. Harris Hdw. & Mfg. Company, of New York, makers of Rollfast Products. Like his famous father, who originated the side-splitting pantomime of the happy vagabond and his hilarious misadventures, Joe Jr. employs a bicycle through the greater part of his act. This is no ordinary bicycle. It comes apart at the flick of a finger, can be re-assembled in a variety of absurd positions, and otherwise behaves in a manner to cause the poor little character great embarrassment before his laughing audience. The act, of course, calls for a special job—a bicycle made to Joe Jr.'s own specifications. Recently Jackson took his old bike, figured out several extra refinements, and decided to have a new one made.

Accordingly the D. P. Harris Company undertook the construction of a special bicycle for him. The bicycle has been built to take an unusual amount of punishment (Jackson is a well built, heavy-set man and requires an extra-rugged model). Like the old trick wheel, the new bike can fall apart and be reassembled with fingertip control. It also has several new features which Joe Jr. feels will add many new laughs to his act. On the stage, Jackson manages the splitting and assembling of his bicycle so nimbly that the operation gives the effect of sleight-of-hand. Plans and specifications for the new bicycle were drawn up through consultation between Jackson and the engineering staff of the D. P. Harris Company.

Arrangements have been made between Jackson and Rollfast to work out a local publicity campaign that will help create good will for the bicycle industry in general, and for local Rollfast distributors in particular. At the present time, Jackson is touring the United States in conjunction with the show "Skating Vanities of 1947"—a big all-star skating show. In each of the cities in which the "Skating Vanities" will play, Rollfast distributors are being invited to contact Jackson to arrange local publicity which will link the Rollfast bicycle and the bike-happy comedian, star of the show. It is intended that these publicity stories will be broad enough in scope to constitute good public relations for the bicycle industry as a whole.

Jackson's schedule: Memphis, Tenn. Nov. 12-17; St. Louis, Mo., Nov. 19-24. Kansas City, Mo., Nov. 26-Dec. 1; Oklahoma City, Okla., Dec. 3-8; Houston, Texas, Dec. 10-15; Wichita, Kansas, Dec. 17-23; Denver, Colorado, Dec. 25 or 26-Jan 4; Salt Lake City, Utah, Jan. 6-11; San Francisco, Calif., Jan. 13 or 14-26; Oakland, Calif., Jan. 27-Feb. 3; Sacramento, Calif., Feb. 4-12; Des Moines, Iowa, Feb. 17-25, Detroit, Michigan, Feb. 28-Mar. 9.

Joe Jackson, Jr., as Audiences See Him

Smaller Photo Below Shows the Bicycle Comedian as He Appears Off Stage

Jackson has joined the "Skating Vanities" following a two-year success with the "Ice Capades," which culminated with a successful run in New York City, during which time Jackson drew rave notices from the New York press. Prior to that time Jackson donated his services for two years to the U. S. O., and toured both the European and Pacific theaters of operations, appearing before huge soldier audiences.

ALDENS ACQUIRES SEVENTH RETAIL STORE

Acquisition of the Herz Store, Inc. of Terre Haute, Indiana, by Aldens, Inc. (formerly the Chicago Mail Order Company), Chicago, Ill., as the seventh store in its retail chain, has been announced by Robert W. Jackson, Aldens president. The Terre Haute store, which Mr. Jackson said will do a sales volume of $1,900,000 this year, was purchased for an undisclosed cash price. Other Aldens' retail outlets are located in Kankakee and Decatur, Illinois; Mason City and Iowa City, Iowa; and Irving Park and Elmwood Park in the Chicago area. The newly acquired store, which has five floors and a basement, carries all lines except furniture and dry goods. These will be added shortly, Mr. Jackson announced.

Founded in 1846, the Indiana store has been recently under the presidency of John Hefty, who will now retire. George Moench, present controller, will continue in that capacity. There are 140 fulltime employees.

MISTLE-TOYS NEW PACKAGING PROCESS

As a result of a new packagiug process employed by the Mistletoe Plastics Company, 247 Centre Street, New York, "Sterilpakt" the plaything for baby, is said to become a death trap for germs. It means that Mistle-toys are subjected to sterilizing utra-violet rays during packing. The toys are then heat sealed in a sterile cellophane container. Constructed of crystal clear Plexiglas, deeply and richly colored in pastel shades, they are curved into a number of baby-intriguing shapes, with jingle bells attached for sound appeal. The toys are made so that no food or saliva can accumulate. Corners are rounded, and there are no rough edges. All jingle bells are made of steel, and are plated to prevent rust. Mistle-toys feature a variety of designs which are patented by the manufacturer. Designs are created for the purpose of stimulating interest on the part of babies. They retail at $1.00 and up.

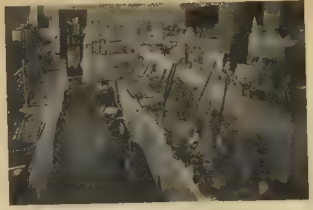
THE TROLL WORKSHOP

Thomas Laufer and Arthur J. Morgan have organized the Troll Workshop, with offices at 80 Warren St., New York 7, and will design and manufacture toys and novelties. Mr. Laufer has a wide background in toys, advertising and juvenile book illustration. Mr. Morgan is a member of the Bar, and was formerly director of contract adjustments for the Radio Receptor Co. Through a typographical error, the name of the latter firm was misspelled in an announcement last month.

PITTSBURGH MERCHANDISE FAIR

Donald C. Scully, Vice President of the Joseph Woodwell Company and past president and Director of the Pittsburgh Wholesale Merchants Association, sends in the following report on the Association's Eleventh Merchandise Mart held August 19th, 20th and 21st at the William Penn Hotel. The Association is a division of the Pittsburgh Chamber of Commerce, being formed some 15 years ago to promote good will among the wholesalers and to help the merchant wherever possible. The Association is made up of the leading wholesalers in Pittsburgh, representing various lines of industry, such as Toys, Wheel Goods, Sporting Goods, Hardware, Soft Goods, Floor Coverings, Bedding, Radios, Major Appliances, etc. Lou Braden of the J. A. Williams Company is President, and Don Scully of the Joseph Woodwell Co., past president, is Chairman of the Show Committee. Manny Marks of the Crescent Distributing Co. is show Manager.

While the 5,200 odd dealers did not greatly exceed those attending this Spring Mart, there was a feeling that buying was done on a more stable basis. The official A.A.U. Boxing Bouts, held the second evening of the show after show hours, and the entertainment, held the last evening, attracted 1,100 to 1,200 guests each evening; and while some difficulty was experienced in finding sleeping quarters for many of the out-of-town buyers, the Pittsburgh Convention Bureau eventually took care of everybody. The picture shows one of the four rooms occupied by the Joseph Woodwell Co. at the show. From past experiences it has been found that individual rooms produce much more satisfactory results for the exhibits than open convention hall type displays. The Association is already making plans for its 1947 Spring Mart, which it hopes to be the biggest yet held. Incidentally, Mr. Scully advises that next year his company will celebrate its Centennial. The company having occupied the same location for 100 years, which to say the least is quite a record.



One of Four Display Rooms Occupied by the Joseph Woodwell Co. at Pittsburgh Merchandise Fair

TED COTT WITH TONE PRODUCTS

Ted Cott, program director of WNEW, New York, has been appointed a vice-president in charge of production of Merry-Go-Sound children's records by the Tone Products Corporation of America, 351 Fourth Avenue, New York, N. Y. He will continue his radio activity. Creator of the "So You Think You Know Music" radio program, Cott is the author of "The Victor Book of Musical Fun." He is currently lecturing on radio dramatics at the City College of New York. Manufacturing specialists in children's musical merchandise, Tone Products Corporation of America also manufactures the only electronic phonograph designed especially for children. It is marketed as "The Merry-Go-Sound," the same name carried by the company's line of kiddie records. Cott produced the Corporation's initial output of children's disc albums, including "Rumpelstiltskin," "Seven At a Blow" and "Mother Goose Party."

NEW DANCING BABE IN TOYLAND

"Rhythm Robo," the electronic puppet that actually dances in rythm to music has just been brought out by Radio Frequency Laboratories. This unusual puppet is caused to dance by the action of sound waves on an electronic instrument. You simply turn on the radio, phonograph, play the piano or beat a drum and the doll will dance in unison. The manufacturers point out that there are no wires or other connections between the figure and the source of music. The instrument is connected to house current by standard plug and cord. A sensitivity control knob adjusts the unit for variations in volume and distance from the source of the sound. The entire unit is precision built, of sturdy construction and has a moulded plastic base. The rings and shell of the drum design, housing the electronic device are finished in bright colors. This item is on display at RFL Sales Company, 185 Madison Avenue, New York 10.

Rhythm Robo the Electronic Puppet

TEXARKANA STORE TO CARRY TOYS

A new toy department has been opened by Bailey's Home and Auto Supplies, 406 Buchanan St., Texarkana, Ark. The store expects to carry a complete line of toys, dolls and games.

Al Auger

FAR WESTERN TOY CLUBS ELECT NEW OFFICERS

The Far Western Toy Clubs at their annual meeting, held recently in San Francisco, elected officers for the coming year. Al Auger succeeds Kenneth L. Roberts as president. Mr. Roberts is taking over the chairmanship of the Board of Directors. Other officers elected were: 1st vice-president, Frank Speckman; 2nd vice-president, R. O. Francke; secretary-treasurer, A. R. Wertheimer; and members of the Board, Al Auger, Frank Speckman, R. O. Francke, A. R. Wertheim, J. P. Edwards and Theo Maus. Retiring president Roberts was presented with a beautiful desk clock by his fellow members.

MISS LIVINGSTON BUYS NURSERY FURNITURE

Miss Marion Livingston has joined the R. H. White Co. of Boston as buyer of nursery furniture and infants' wear. Until a year ago she was with the C. H. Hovey Co. in the same city. She succeeds Miss Menta Murray, who has resigned

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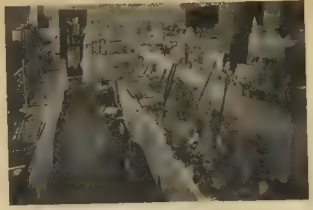

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TOY NEWS AND NEW TOYS

Arthur Dritz

FORM NATIONAL GAMES

James K. Makrianes, President of the National Paper Box Company of West Springfield, Massachusetts, announces the formation of a new company for the manufacture of toys and games to be known as National Games, Inc. National Games, Inc., occupies its own modern four story brick building and is completely equipped with batteries of automatic paper box making machinery, speed and heavy duty die cutting presses, embossing presses, fabricating facilities for all types of materials and

R. M. Smith

other modern equipment. In fact the plant is so self contained that toys and games can be processed completely from raw materials to finished items. Mr Makrianes' background of 24 years experience in the manufacture of toys and games assures quality production. For many years he was in full charge of the production of one of the largest toy concerns in the country. National Games, Inc. has ready for immediate delivery, a full line of toys and games, including Jig Saw Puzzles, Educational pastimes, Action Toys, Target Games, staples and novelties, retailing from 10 cents to $2.00. These have been designed and stylized by Arthur Dritz, well-known toy designer. Mr. Dritz has associated with him the same art staff, responsible for so many praise-evoking items in the past. Bob Smith, who needs no introduction to the toy trade, is in full charge of the sales and is looking forward to showing the many new and exclusive items to his friends at the New York showroom located in the Fifth Avenue Building, 200 Fifth Avenue, New York, Room 332.

HARVEY-MILLER ENGINES AND TOPS

Streamlined precision built steam engines are being featured by Harvey-Miller Corporation of Pittsburg. The manufacturers point out that the steam engines have been designed by experts in this field. These sturdy, attractively decorated engines are being shown together with an all-metal spring release singing top. This top, in addition to providing music as it spins, has the added feature of providing a multi-colored ever-changing riotous color scheme that appeals to all ages. The entire line is represented by Block & Redlich and is being displayed in Room 406, 200 Fifth Avenue, New York.

NEW DRELICH ITEMS

Sam Drelich and Associates have added several interesting metal items to their already extensive line. For example, all-metal pistols and all-leather holsters as well as cowboy suits designed by the Classy Products Co.; also an all-Metal clicker pistol designed by this same firm. Other metal items are scooters, pedal cars and toddler cars. Mr. Drelich points out that these items are of sturdy pre-war construction. The Outdoor Sports Manufacturing Company's Forest Craft line of bows and arrows has been entirely revamped and the outfits are now being shown on attractive display boards. The entire Drelich organization extends a hearty invitation to buyers to visit the display during the Toy Fair at their 5th Avenue Building showrooms.

Autowagon by Roberts Playthings

NEW STREAMLINED "AUTOWAGON"

"Autowagon"—a new auto-styled streamlined wagon, and "Roadster"—an ultra-modern scooter will be introduced by Roberts Playthings in Room 576, Hotel McAlpin, during the Toy Fair. Permanent headquarters for Roberts Playthings will open on March 25 at the Breslin Building, 1186 Broadway.

Sobel's New Blackboard

NEW AD'N'FUN KAL-KU-LATOR BLACKBOARD

Here is another of the modern toys with definite educational value for children. The Ad'N'Fun Kal-Ku-Lator Blackboard combines three features on one stand. Art, arithmetic and the writing surface itself form a smart combination. Brand new is the rapid calculator placed in the center of the blackboard's upper half. Easily demonstrated to the youngsters, simple to operate, it is said to make learning "sums" a pleasant task and that the calculator combines with visual aid on the writing surface to obtain a perfect teaching system for smaller children. Two copy books flank the calculator. These contain 48 original drawings that can be colored or copied on the board. Child art interest and appreciation can easily start here.

Sturdily built for a long life, the Ad'N'-Fun Kal-Ku-Lator Blackboard follows the trend of toys that teach as they entertain. Manufactured by the Harry F. Sobel Co., Widener Bldg., Philadelphia, Pa.

"LITTLE ELMER" AT THE TOY FAIR

The Little Elmer Toy Company of Eau Claire, Wisconsin, announces that their increasingly popular "Little Elmer" construction toy will be displayed by their sales representatives at the Toy Fair. It can be seen at the showroom of Al Moritz, 1107 Broadway, New York, and at the Hotel Breslin, in the rooms of the Toy Mart and Bill Yarborough. "Little Elmer," aptly described as "everybody's playmate," consists of eleven hardwood parts and eight wooden rings finished in bright colors, with which a youngster can make a large variety of attractive toys, including an 11 inch high figure of Little Elmer himself.

SEE THEM AT THE TOY FAIR

No. 411 · 10 NOTE XYLOPHONE

SIZE 16" x 5¾" x 2½" — TO RETAIL ABOUT $1.50

EXQUISITE ALUMINUM BASE, WITH 10 TONE-QUALITY, HEAVY METAL, GOLD FINISHED BARS—FELT INSULATED TO INSURE TRUE TONE. COMES COMPLETE WITH SONG SHEET AND 2 MALLETS. INDIVIDUALLY BOXED. 2 Doz. to Carton. Weight Approx. 45 lbs.

ALSO NO. 448

HELICOPTER PULL-TOY

ALSO NO. 712

BING BASEBALL ACTION GAME

ALL OUR NUMBERS WILL BE DISPLAYED AT

IMPERIAL HOTEL

AND

RIEMAN, SEABREY CO., Inc.

1107 BROADWAY, N. Y. CITY

No. 410 10 NOTE XYLOPHONE

SWEET TONE, 10 BRASS TUBES — BASE OF FANCY WOOD SPRAYED AND SILK-SCREENED. SUGGESTED RETAIL PRICE, $3.00

PELTOY MANUFACTURING CO.

NEW NUMBERS TO BE ANNOUNCED IN FUTURE ISSUES

TOYS—GAMES—NOVELTIES

629 SECOND AVENUE, NEW YORK 16

JOBBERS AND REPRESENTATIVES INVITED

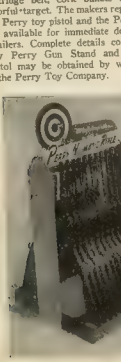
TOY NEWS AND NEW TOYS

PERRY GUNS AND PISTOLS

A new large and colorful wood display stand that is over 36" in height and has a real target on top is now available to all toy departments and retailers that handle the Perry toy rifles and pistols. Designed by The Perry Toy Company of 72 West Alameda, in Burbank, California, this new display stand can very easily be seen from all parts of the store and is a real silent salesman at all times. The Perry toy rifle is an attractive, authentic looking rifle which will shoot harmless cork bullets

Perry Pistol, Complete with Accessories

over 30 feet. Finished in gunmetal color, it has a handsome wooden stock, spring trigger and all the earmarks of a real gun. The Perry pistol is a realistic looking small toy pistol complete with an attractive display box, a genuine leather holster, cartridge belt, cork bullets and a large colorful target. The makers report that both the Perry toy pistol and the Perry toy rifle are available for immediate delivery to all retailers. Complete details concerning the new Perry Gun Stand and Perry Toy Pistol may be obtained by writing direct to the Perry Toy Company.



Perry Toy Rifles in New Display Stand

This Colorful Lionel Train Layout, Shown in New York's Grand Central Terminal and Also in Pennsylvania Station, Raised Nearly $9,000 for the Tribune Fresh Air Fund, Sponsored by the Herald-Tribune

AN AUTHORITY WRITES ABOUT DOLLS

Janet Pagter Johl is a recognized authority in the world of doll enthusiasts where her book "The Fascinating Story of Dolls" is widely used for reference purposes. Mrs. Johl started to collect dolls shortly after she graduated from college and while traveling in Iceland, Norway and the European Continent. She has written many articles on the subject in addition to her books. Her new book is called "More About Dolls," and represents many months of study and research, greatly aided by the co-operation of doll collectors, dealers and friends. The book is published by H. L. Lindquist, Publishers, 2 West 46th Street, New York, N. Y., the retail price being $3.00.

YOUNG BOOKS ENTER FACTORY AGENCY FIELD

Young Books, Inc., well-known retail shop at 746 Madison Avenue, New York City, has just announced that they are acting as manufacturers agents for several lines of toys and gifts. This organization points out that many makers of toys have come to them for help and advice in the past and that buyers from other retail shops frequently visit Young Books in order to find new items and where they may be purchased. They further state that they have made it a policy to exchange resource information, feeling that by so doing they not only help small manufacturers to get started but also contribute to lowering costs through greater volume. All items are retail tested and it is felt that if an item is a success over the Young Books counter it augurs well for general sale. At present they have five interesting lines to offer—children's lamps and coat racks, hand done friezes, large wooden garage and ferry boat, and a miniature village.

LIONEL STAGES SHOW FOR CHARITY

Two complete model train sets running through a colorful scenic layout that included mountains, tunnels, bridges and waterways, have raised nearly $9,000 for the Tribune Fresh Air Fund, sponsored by the *Herald Tribune* in New York City. The project, which was originated, built and set up by the Lionel Corporation, manufacturers of toy electric trains, was designed to increase the Tribune fund which enables boys and girls from New York City to spend two weeks in the country during the Summer and Fall. After a twelve day showing in the lower level of Grand Central Station, where it was viewed by thousands of people, the layout was moved intact to the Pennsylvania Station, where it also had a twelve-day stay. Measuring 8x16 feet, the layout had two complete track systems which wound through replicas of Manhattan, Friendly Town and Boy's Camp. A Lionel passenger train travelled on the inner circuit while a freight train, hauling Lionel remote-control dump cars, sped over the outer track. Onlookers dropped coins or bills in the cars as they went by, after which the cars were automatically unloaded in a slot at Boy's Camp. Selected "Fresh Air Boys" operated the trains while Lionel salesmen acted as supervisors. The scheme was conceived and planned by Joseph E. Hansen, Advertising Manager for Lionel.

EXPANSION FOR YEAGER'S OF AKRON

The Yeager Co., Akron, Ohio, department store, has under way currently an expansion program, touching all departments, which will add a total of 78,000 square feet of additional selling space to the store. Six new elevators will be installed, and the entire store will be air conditioned for year-'round customer comfort, when remodeling and expansion work is completed.

Radar
AND
"RADARONICS"

Morton Berman Demonstrates His "Radaronics" Game

Radar

"What is Radar?" "What does Radar do?" "I've heard so much about Radar, I wish I knew more about it." These are some of the typical queries and remarks one hears in conversations with people in all walks of life today.

The details of "Radar" was first introduced to the public shortly after Victory was ours on all fronts. People were curious throughout the war to know what it was that enabled our ships to "see" the enemy in daylight and in darkness, long before these ships were visible to the naked eye. Everyone was curious to know how pilots could find their tiny objectives and bases in spite of darkness or inclement weather that otherwise would have impeded their vision. How did our ships and planes manage to outmaneuver and outshoot sometimes larger and more powerful ships and aircraft?

The answer was Radar—(the name was contrived in the following manner: *Radio detection and Ranging.*) The discovery of Radar was "purely accidental." It was first noticed about ten years before the war. Some research men were experimenting with short wave impulses. They noticed that everytime the short wave beam was directed toward the sky, and also when an airplane flew through the beam, a quiver registered on their indicator. From this discovery came the idea, that the time an impulse took to reach the plane and bounce back to the scope could be measured and the distance to the airplane or other objects could be calculated.

Briefly, the application of Radar is as follows:—The Radar apparatus sends out short-wave radio impulses in narrow beams. These impulses are reflected from any object they hit and are returned to the receiver. The objects are then indicated on the radar scope. Through this scope the Radar operator can determine an approximation of the outline of the object, the distance of the object and the direction of the object.

Radar was the secret invention that helped us to Victory, in that it was instrumental in detecting the presence of submarines, thus enabling our ships and airplanes to locate the submarines and destroy them. Radar was used in the Battle of Britain, when it detected the approach of German bombers. Thus Radar enabled the Allied fighter pilots to get their planes into the air, thereby destroying and warding off the enemy planes.

Radar will be of very great value to us, now that peace is happily ours. Radar will enable ships to operate through congested ports in the night. Ships will be able to "see" any obstacles in their paths and avoid them. Radar will enable airplanes to locate their airports and make landings in the most unfavorable flying weather. Radar can help avoid such catastrophes as the Empire State Building airplane collision. Radar will pierce the space for miles ahead by "seeing" that all is really clear. Radar may be used on railroad trains, so that at night or in foggy weather, the train engineer can "see" whether the tracks ahead are clear and avoid running into another train. This use of Radar would alleviate this cause of many of the most disastrous and frequently occurring train accidents. Radar will permit ships and airplanes to steer clear of storm areas, as they will be able to see the storm in the Radar scope. It can locate airplanes that are forced down at sea, thus enabling the survivors to be rescued. It is being used by scientists to contact the moon, and will soon be used for observing the sun and planets.

Radar as Applied to "Radaronics"

"Radaronics," a new educational electro-mechanical game, incorporates the principles of Radar into "the Magic Game with Radar Vision." The radar scope used in "Radaronics," simulates the type scope employed by the most recent radar equipment. An indicator revolves electrically and mechanically, thus enabling the "radar operators" to guide their ships in accordance with the radar scopes' indications. The "radar operators" in the game of "Radaronics" maneuver miniature plastic ships from ports indicated on nautical charts. These ships encounter many obstacles such as storms and fog and many other impediments that tend to retard the progress of the ships. However, through the Radar scope's realistic instructions, the "operators" are able to guide their ship safely to their destination.

"Radaronics" is a competitive game, as there is some degree of skill essential to properly maneuver the ships safely and speedily to the winning port. "Radaronics" has two very great advantages. First, there is the educational value. People of all ages are naturally curious to know about the principles of Radar and how it functions. Second, "Radaronics" provides an entertaining and realistic game embodying the Radar idea with a competitive spirit.

"Radaronics" was invented by Morton Berman and is being manufactured by American Radar Corporation. Mr. Berman was a Lieutenant (senior grade) in the Navy, and while in service was assigned as Radar Officer on board his ship. Following his release from active service, Mr. Berman returned to his home in Florida and resumed work on his "Radaronics" invention. After working for several more months with engineers and draftsmen, "Radaronics" was finally completed and patents were applied for on this new and revealing electro-mechanical game.

The American Radar Corporation has invested extensively in research, dies and machinery, and has taken every step possible to insure delivery of a truly finished and saleable product. The various Radaronics models are on display in Showroom 557, in the Fifth Avenue Building, New York. This elaborate display is being maintained by the American Radar Corporation, a division of Standard Toykraft Products, Inc.

Designed to Delight

ACTION TRUCKS

4 colorful carriers equipped to do a job. The oil truck has a tank to be filled. The dump truck lives up to its name. Farm truck with removable sides and fire truck with ladders to raise. All have wheels that really roll. At least 6½" long. ***Retail from 49¢***

Banner Plastic Playthings are Natural Volume Builders

There's really no trick to selling Banner Toys. Simply display to catch your customer's eye and they'll actually sell themselves. There's no resisting their authentic detail and multi-color appeal . . . there's no arguing with their sensible price. It has become an axiom in today's toy market that BANNER TOYS ARE VOLUME BUILDERS.

For complete details write for illustrated catalog

FLOATING BOATS

Aircraft carrier, cabin cruiser, battleship and ocean liner... there's no better inducement to frequent baths. Assorted color tops with contrasting hulls. Each ship 4" long. ***Retail 10¢***

PARTY-TIME TEA SETS

Pretty as "Mommie's" party dishes. Styles in brilliant fiesta colors. The tea pot looks like the real thing... actually pours. Will not break when dropped. Heatproof. Will not warp. Washable and sanitary. Available in several sizes. ***Retail from 59¢ to $3.00***

BANNER PLASTICS ©

TRUE TO LIFE PLASTIC TOYS . . . BUILT TO TAKE IT BY BANNER

BANNER PLASTICS CO.

OWNED AND OPERATED BY E. M. PRESSNER

150 DRUCKNER BLVD. • NEW YORK 54, N. Y.

FULL OF ACTION!

A best-seller since its innovation, this remarkable achievement in playthings is action-packed for profits.

"HAPPO" rolls his eyes, moves his tongue . . . His hat twirls! The little ball circles his hat! Just pull him by the cord attached and he begins these merry capers.

Constructed of plastic and brightly multi-colored, "HAPPO" is washable too!

Another CINDERELLA MFG. CO. best-seller!

KAMKAP, INC. 200 FIFTH AVE., NEW YORK

JOBBERS!

buy *YOUR WASHABLE STUFFED TOYS* direct from ARTCRAFT CHARACTER DOLL

ARTCRAFT CHARACTER DOLL CO.
MANUFACTURERS
102 WEST 107th STREET - NEW YORK 25 - ACADEMY 2-1705

In adult games it's *Drueke*

Club Size Wood Chess Sets • Chess Sets • Mystic Soothsayer • Checkerboards Cribbage Boards • Other Quality Game Equipment • Poker Chips and Racks • Play-A-Way Sets Roulette • Backgammon Dominoes • Bingo • Puzzles

WM. F. DRUEKE & SONS • Grand Rapids, Mich.
ORIGINATORS OF FAMOUS POCKET GAMES AND THE GAME OF THE MONTH CLUB . . . GET FREE DISPLAY

HOLLY BLOCKS
IN PLASTIC

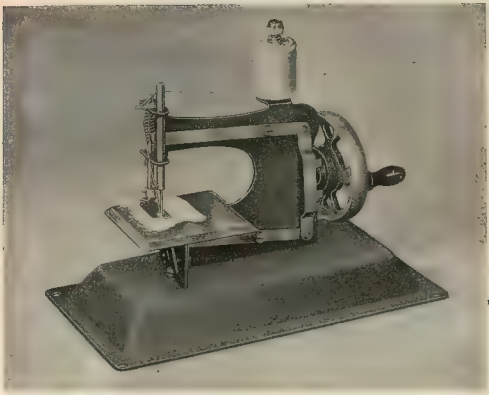
"MAGNIFICENT" WAS THE UNANIMOUS VERDICT AT THE NEW YORK TOY FAIR

Distributed Exclusively by

DOUG DOUGLASS
1731 N. Highland Avenue Hollywood 28, Calif.

TOY SEWING MACHINE

THAT ACTUALLY SEWS



A SEWING MACHINE THAT SEWS JUST LIKE MOTHER'S

Every girl 6 to 13 years old will want this machine that really sews and will use for making dollie's wardrobe, bedding, etc. It is not only lots of fun, but it is one of the best of all educational toys, as it teaches the important rudiments of home sewing. Made of all metal, finished in shining nickel and non-chipping crackle enamel in rich color. Uses standard spool thread, size 30. Self-feeding, with adjustment for changing size of stitch. This is a precision machine and will work effectively for years. Individually boxed. 200-lb. tested carton. 24 to shipment. Weight 46½ lbs. for 24. F.O.B. Chicago.

A REAL VALUE • CAN BE RETAILED AT $4.00

Exhibiting Toy Fair—131 Hotel Breslin—New York

C. L. BRADFORD ASSOCIATES

1486 MERCHANDISE MART • CHICAGO 54, ILL.

TWO OF THE MOST FAMOUS TRADE MARKS IN THE TOY INDUSTRY

Buddy "L" Wood Toys Are Better Than Ever

Buddy "L" Steel Toys Are Here Again

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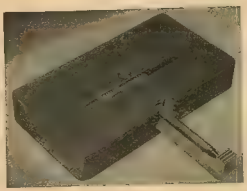

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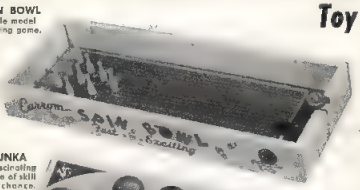

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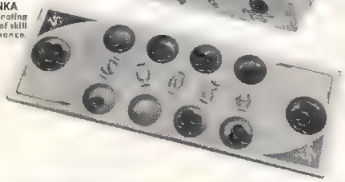

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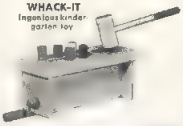

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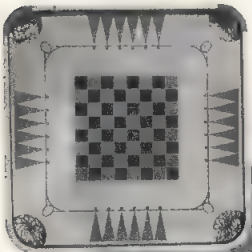
More fun for tiny tots.



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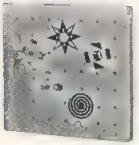
105 Games in One.



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The Carrom line is a sure-fire profit-maker because it always leads with long-established, tradition-proved sellers. It is also a line that stimulates more volume because interesting new games and toys of high play value are being added constantly.

At the left are illustrated a few of the new items introduced this year at the New York Toy Fair . . . each of which met with a most enthusiastic response from toy buyers. Among the other popular Carrom games that will be back again this year is "GUSHER" which was withdrawn during the war due to critical material shortages, although one of the most popular numbers in the line.

In addition to high *play* value and *sales* value, the CARROM line gives you *name* value. For more than 57 years CARROM games and toys have been favorites with all age groups. And now, to still further extend their wide public acceptance, CARROM Games and toys are being nationally advertised in leading consumer magazines on a year-'round scale.

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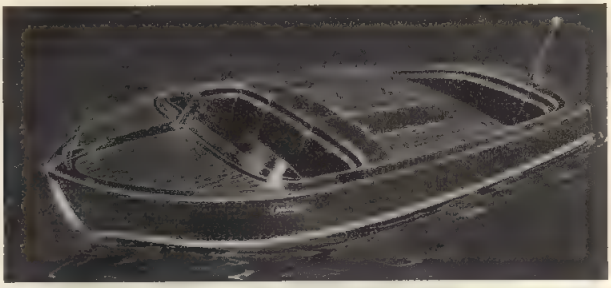
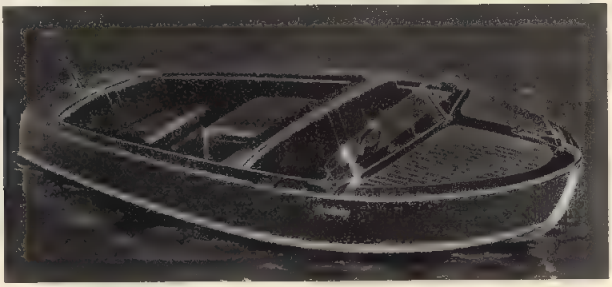


IN PRODUCTION

15' Utility Beautiful, roomy, Designed for all 'round utility. Honduras mahogany Gray Phantom Motor.



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Imperial Sportsman Century's finest outboard Side planking spruce, deck mahogany For motors 9 h. p. and up.

These first three great new 1946 Centurys are now on the way to you — and many more models are coming soon. Others in the Century fleet—staunch and sleek and smartly styled as those shown here—are the 17' Utility, Sea Maid 172, 19' Utility, 19' Sport Utility, 19' Sedan, Sea Maid 192, inboards; the Angler, Whirlwind, Fisherman and Sportsman Series outboards, and the Car-Borne boats of plastic-bonded plywood. See your Century dealer, or write today to

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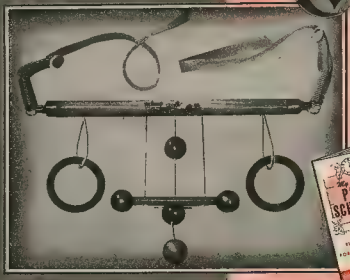

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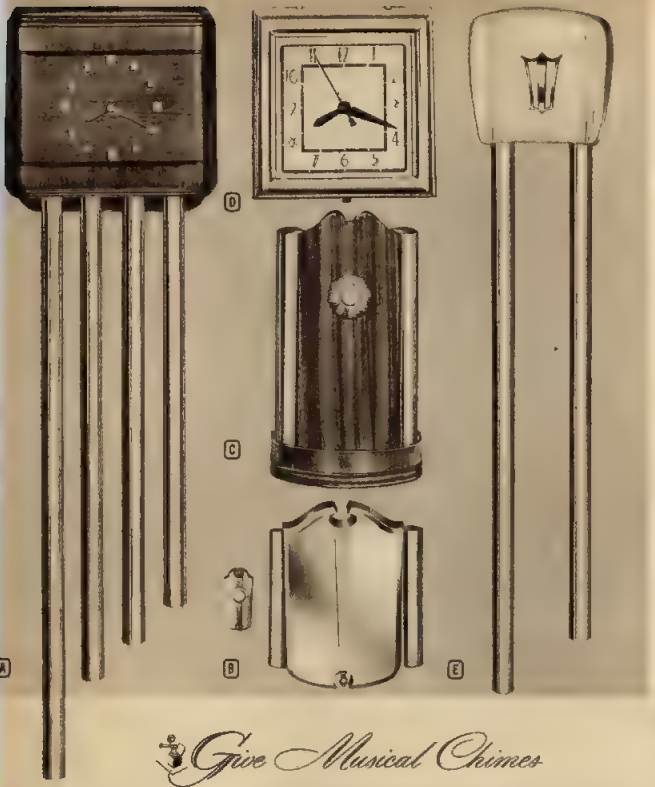

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Attractive designs and smart appearance for mounting in hall, living room, or kitchen. All chimes can be connected to sound for front and rear doors. Complete instructions included.

(A), (C), and (E) come with transformer. Order 10-V. transformer separately for (B) and (D). If you do not have electricity you can also operate (B) and (E) with two or more 6-V. dry cells.

(A) NuTone "Century" . . . Modern Telechron clock plus 4 tube chime. 8 notes for front door sequenced like chimes at famed Westminster. 1 note for rear. Walnut Veneer cabinet, brass tubes. With 20-V. transformer—runs clock and chime. 10¼ in. wide, 5 in. deep. Ht. overall abt. 58 in. *Postpaid.*

$17.35 Down on Terms.

83 T 1595 M—Cash Price $49.95 plus Federal Excise Tax of $2.00.
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(B) NuTone "Jewel" . . . already packed in attractive gift box. An All Brass chime with a blend of colonial styling and modern simplicity. 2 notes for front door, 1 for rear. With matching "Jewel" Push Button. 7 by 9 by 3 in. Transformer not included. *Postpaid.*

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(C) NuTone "Symphonic" . . . 8 notes for front door . . . sequenced like chimes at famed Westminster . . . 1 note for rear. Has volume control. Classically styled for beauty in any room. All metal—walnut wood grain finish. Brass tubes, center arest, base grill. 8 by 14¾ by 3¼ in. With 20-volt transformer *Postpaid.*

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Use Wards Monthly Payment Plan—see Page 189.

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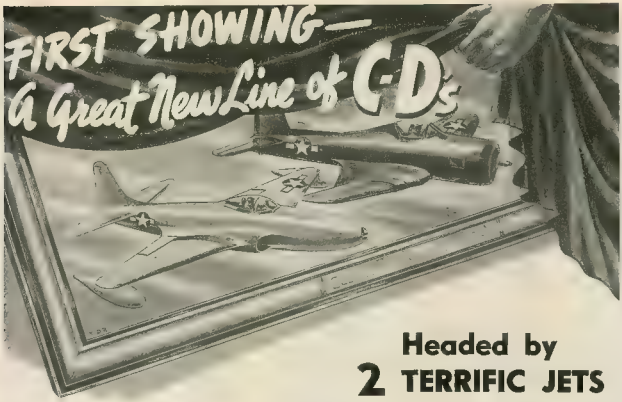

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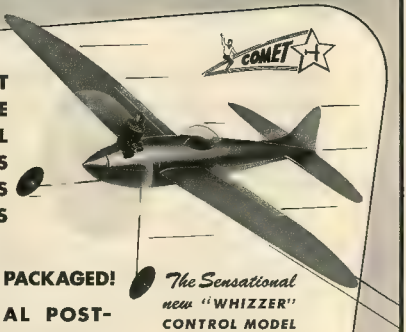

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12 Side Panel Mouldings

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1 Steering Wheel
1 Steering Post
2 Head Light Cases
2 Head Light Rims
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You've seen some model Beauties . . . but here's Detail that goes even further. Each part is "a model in itself"!

Watch for MORE Kits by Continental . . . SO REAL they take your breath away . . . SO FAST and EASY to construct.

SOLD THROUGH JOBBERS ONLY

CONTINENTAL *Carriers*

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CruisAlong

TRADE MARK

Get away from the crowded roads and hot city. CRUIS-ALONG is a brand new 20 footer created by George H. Townsend (former president of American Power Boat Association and twice winner of the Gold Cup Classic) and built by his own company, Davis of Solomons, for 70 years one of America's leading producers of fine yachts. She is able, seaworthy and sturdy – waterproof plywood over stout white oak frames. Powered by Gray – one of the greatest names in marine engines. This sturdy little cruiser contains everything – an unbelievably spacious cabin, two full length berths, stove, icebox, sink, running water and marine toilet. Its Gray motor has full reverse, self starter and instrument panel. You can really live on your CRUIS-ALONG.

Her light weight (1500 pounds) insures cheap freight shipments anywhere in the country or you may use your own trailer.

SPECIFICATIONS

ECONOMY MODEL

HULL: 20 foot length overall by 6'9" beam. Draft 18". Constructed of waterproof plywood over white oak frame. Bronze fastenings throughout. POWER: Gray Light Four 16 h.p. 4 cylinder 4-cycle marine engine burning only one gallon per hour. SPEED: 14 miles per hour. WEIGHT: 1500 lbs. PRICE: $1490 at our plant.

SPEED MODEL

GENERAL SPECIFICATIONS identical to the above except as follows: POWER: Special installations of Gray Phantom 45 h.p. 4-cylinder 4-cycle marine engine. Driving 10 x 10 3 blade propeller at 3400 r.p.m. SPEED: Over 20 miles per hour. PRICE: $1650 at our plant.

For further details write for descriptive literature

M. M. DAVIS and SON, Inc.

Established 1875

SOLOMONS, MARYLAND

On the famous Chesapeake Bay

BATTER UP!

PLAY THE NATIONAL GAME IN YOUR OWN HOME !!

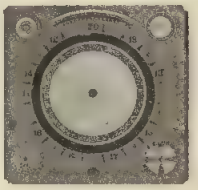
From
16 to 60
You can enjoy the thrills and action of baseball!

Same rules used in major league Baseball apply to this game. Can be played by two players or two teams

IT'S A HIT!
every time with

DECO DART GAMES

BASEBALL AND 20-POINT GAME
All DECO dartboards have games on both sides giving double play value and longer life.



DECO DART GAMES *are year round sellers*

See them at our permanent showrooms:
CHICAGO 54, ILL., Room 1417-18 Merchandise Mart
NEW YORK 10, N. Y., Room 321, 200 Fifth Ave.
SAN FRANCISCO 3, CAL., Western Merchandise Mart, 1355 Market St.
Factory and Main Office:

DARTBOARD EQUIPMENT CO.
2000 NORTH TENTH STREET, PHILADELPHIA 22, PA.

toys that RING when you

Push Pull Dial Ride

them

That extra added feature of merrily ringing bells is one of the reasons why these items are outstanding. Look for "Toys that Ring."

the
GONG BELL
Manufacturing Co.
200 Fifth Ave., New York City
factory at East Hampton, Conn.

Stepping Out Party for

MELODY DOLLS

heading for "High Sales" Society

24 Glamour-Gowned miniature dolls . . . heart- throbs all. The gayest "Buy Me" dolls you've ever seen.

They're New . . . Fresh . . . Cute . . .

. . . full 7" tip to toe

. . . gorgeous silky hair wigs

. . . luxuriously, fully dressed

● "What a sales flirtatious line!!!" That's what you'll say when you see the all New 100% complete Melody Doll line. 24 Lovely Little Lady Dolls . . . each with a different, tantalizing, "I want you" provoking look in their eyes.

● Discriminatingly made to sell on sight. See them and you'll agree they're headed for "high sales" society. Buy them. Try them and you'll know they're the NEW sales hit of the doll trade.

TOY BUYERS . . . Stock this fast-selling 100% complete personality line of miniature dolls for your doll-collector and doll-loving trade. "Sell on Sight" Melody Dolls come individually and attractively boxed.

For Full Information, Write, Wire or Phone House of Dolls

Permanent Display Room—The Toy Market, Room 1417-18 Merchandise Mart, Chicago

Be sure to see our display at the **AMERICAN TOY FAIR** New York City **MARCH 11th** through **23rd**

The House of Dolls

328 W. VAN BUREN STREET **CHICAGO 7, ILLINOIS**

The Greatest News that hit the TOY FIELD

SIFO

brings quality to Toyland with a *Flash*

Hollywood's Famous Cartoon Characters

. . . are featured in SIFO'S wood inset puzzles, with bright colorful frame backgrounds, in washable colors that won't fade or come off . . . assorted cartoon characters . . . fine quality workmanship . . . all this combines to make these toys VALUED FOR THEIR EDUCATIONAL AND CO-ORDINATION aspects . . . amusing . . . entertaining to children of all ages . . . fast moving . . . quick selling.

The painted puzzles are 9" x 12" . . . packed attractively in individual boxes . . . individually marked to provide for easy display. ORDER YOUR SUPPLY TODAY.

WARNER BROS CARTOONS

SIFO'S lithographed wood inset puzzles of colorful barnyard scenes . . . 14 full color scenes to choose from . . . quality workmanship makes these puzzles attractive and quick selling.

The lithographed puzzles are 8½" x 9¼" . . . individually packed and marked for efficient display and stock keeping.

Sifo NOVELTY COMPANY

Again *Lowe* brings you these

Retail $1.25

Retail $1.00

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Retail $1 25

PLASTIC GAMES

for every age group

IN FULL COLOR STURDY BOXES

Plastic Playing Pieces and Fields

ALL UNIFORM SIZE: 15¼" x 12¼" x 1⅛"

The very finest in boxed games — packed with play appeal — newest construction and designs — quality workmanship.

A LOWE super-value!

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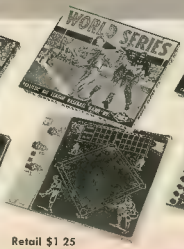

Retail $1 25

Retail $1.50

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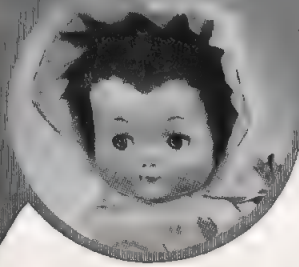
E. S. LOWE COMPANY, In

IF
Porky Pig
COULD MAKE
LIKE A RABBIT
Yes, the multiplication propensities of the hare would help Sun's lovable, mirth-provoking rubber Porky Pig in his endeavor to satisfy a national market that formerly made him a best-seller far beyond the million-copy bracket. But right now, this precocious porcus just isn't prolific enough to meet the demand for his appearance. And Porky is typical of the problem we face here at Sun with other Sunruco items.
Later, as raw materials come through faster and more skilled labor becomes available, we expect, by virtue of our expanded production facilities, to produce in sufficient quantities to allow prompt shipment of your orders in full.
Meanwhile, animated dolls, the rubber wheel-toy collection, sponge rubber blocks — in fact, all Sunruco Products — are being distributed under an allocation system, making it possible to take care of old customers on the basis of past purchases, and to introduce new customers to rapid-selling Sun items as production permits.
And you can count on the continued *high quality* of all Sunruco items. In material, workmanship and design they're even better than before.
THE SUN RUBBER COMPANY
Sunruco
· BARBERTON · OHIO ·
S-246-13

The Doll with the Golden Heart



SWEETIE PIE

EFFANBEE Durable DOLLS

All the resources and experience of the EFFANBEE organization are being devoted to maintaining the traditional EFFANBEE standards of Quality and Service.

FLEISCHAKER & BAUM, INC.

Showroom 200 Fifth Ave, New York

A STATEMENT TO YACHTSMEN FROM Elco

To date it has been impossible to give yachtsmen specific data on the pleasure craft which will follow the famous Elco PTs off our production lines.

When V-J Day arrived, we were still working full blast on Elco PT boats. Elco had to produce 100% for war *right up to the moment of Victory* . . . turning out more PTs than all American builders combined . . . at the peak completing a new boat every 60 hours. Until the war was over, there was no slack in the Elco PT program . . . no time to permit development of postwar boats.

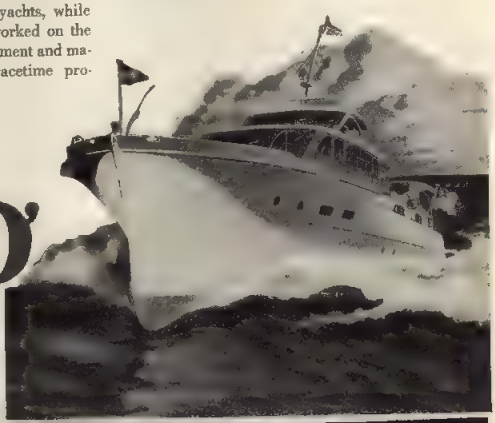
Since V-J Day Elco has devoted its efforts to the termination of PT contracts and to clearing the decks for our postwar production program. Concurrently Elco designers have been working intensively on the development of a complete new fleet of Elco cruisers and motor yachts, while production engineers have worked on the rearrangement of plant equipment and machinery for streamlined peacetime production.

The new Elco pleasure craft have been designed to embody interesting improvements made famous by Elco PTs. Construction techniques will follow advancements which have been thoroughly proved by PT performance in the South Pacific, Aleutians, Mediterranean and English Channel, under seagoing conditions far more severe than are normally experienced in yachting.

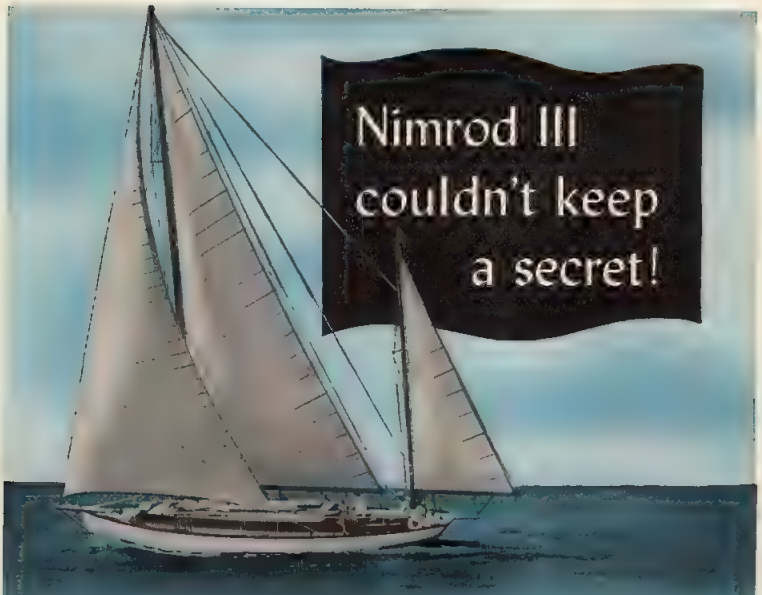
The significant results to you of Elco's new and advanced designs will be luxurious comfort, greater speeds without sacrifice of operating economy, amazing seaworthiness, and streamlined beauty. These important features, plus the high standards of craftsmanship long associated with the Elco name, mean the utmost in satisfaction for you.

Elco

...THE LAST WORD IN PLEASURE CRAFT BY THE FIRST NAME IN PTs



Elco Yacht Division, ELECTRIC BOAT COMPANY, Bayonne, New Jersey



Nimrod III is a sweet sailing craft, *but* owner Robert L. Hall *didn't* like it when she broadcast his strategy, announcing changes in the trim of her canvas by the tell-tale clatter of winches.

A *silent winch* was what he wanted — and one that would hold more cable on the same size drum without fouling. He asked us to make it—and we tackled the job with relish. Kenyon engineers hadn't thought of creating a silent winch before, but if Nimrod III needed it—so did other craft.

Mr Hall has his silent winches now, and in some ways they're better than he bargained for. For instance, the new winches Kenyon designed and manufactured are not only completely silent, but they lock instantly when back pressure is applied — *infinite positioning*, we call it. The drum has been redesigned to hold more cable, and while it is not foul-proof, it *has* far better foul-resisting characteristics.

The silent winch is now a fact. They're ready now to go into production and soon, we hope, you'll be able to get yours. They'll be made in three sizes, (of marine bronze and stainless steel) #0 a snubbing winch, #2 and 3 double-acting winches. And they will cost just about the same as ordinary winches, any of which they will replace.

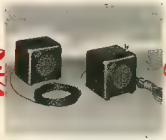
This is one of a number of new and improved Kenyon marine products that will be produced in addition to the products Kenyon has made for years — marine logs, speedometers, compasses, barometers, and others.

KENYON

INSTRUMENT COMPANY, INC.

1345 New York Ave., Huntington Station, N.Y.

If it's Kenyon-Made, it's Precision-Built



ElecToy **UTILIPHONE.** A practical toy with many uses. Two-way communication, indoors or out. Operates over 500 feet between stations. More stations may be added at a nominal cost.

ElecToy **AUTOMATIC REPEATER CANNON.** Fires by remote electric control. Shoots ten wooden shells in succession without reloading. Realistic repeater action and recoil. Looks like the famous 155mm Long Tom.

See this new ElecToy number to be announced at the Toy Fair.

ElecToy **New Improved BUZZ-BALL.** A game of skill which develops coordination. Ten new games have been added.

ElecToy **RADIO.** A child's radio with a special feature which will be the talk of the Toy Fair.

ElecToy **ELECTRIC ORGAN.** A precision instrument which plays and sounds like a real organ! Gives full, true tones

offices of Rocke International at 222 East 38th Street, New York City

ElecToy's NEW AUTOMATIC REPEATER CANNON

Here it is—ElecToy's smash hit—the Automatic Repeater Cannon. Fires nine harmless wooden shells in succession—without reloading—by remote electric control. In addition ElecToy is furnishing a big colorful target to provide added thrills.

It's *electronic*, simple to operate—just plug the ElecToy Repeater Cannon into a 110-volt 50-60 cycle AC wall socket—drop the shells in the clip aim and press the switch!

And don't forget ElecToy's new cannon has a pre-sold market because of the phenomenal success of the 1945 Single Shot model. This means *volume sales* and *extra profits* the year 'round.

ElecToy's Automatic Repeater Cannon is a natural for your Fourth of July promotion. Don't miss the opportunity. Order yours today!

ElecToy
ELECTRONIC TOYS
E/L

Division of Electronic Laboratories, Inc.
Indianapolis, Indiana

ElecToy BUZZ-BALL

. . . a game of skill that puts profits in the till!

BUZZ-BALL — now new and improved — a game with plenty of action and thrills — the most amazing test of skill and coordination ever to be introduced to the toy world! Buzz-Ball is ELECTRONIC! . . . fascinating! . . . has universal appeal for all ages. Ten new games have been added.

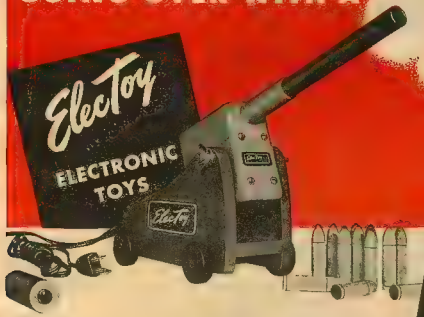
A fast seller that will keep your cash register *buzzing!*

ElecToys have rapidly won the enthusiastic acceptance of the toy world. Every item in the 1946 ElecToy line reflects "stand out" quality and all are priced for fast selling. ElecToy is the line with the "sales climb"! Write today for details of ElecToy's full-profit setup.

Divison of Electronic Laboratories, Inc.,
Indianapolis, Indiana

ElecToy
ELECTRONIC TOYS
E/L

GOING OVER WITH A BANG!



Old timers in the toy business tell us they've never seen a new line of toys meet with such response and enthusiasm as greeted the unique ElecToy line of electronic toys.

Parents and kids have taken those new toys to their hearts. They're *new*. They capture the imagination. They're quality built throughout, and they're priced right for *your* profit.

Set aside a large portion of your 1946 appropriation for ElecToy . . . and visit the ElecToy booth at the American Toy Fair in New York.

ElecToy
ELECTOY DIVISION
Electronic LABORATORIES, INC.
INDIANAPOLIS

Jim Prentice, **inventor and patentee of the first Electric Sports Games now sold by the hundred thousands yearly, got up this clever little stove for his daughter, so that she could safely play cook without fear of short circuits or burnt fingers.**

A FAST SELLING ITEM—Marketability, tested and proved last Christmas at high spots throughout the country (one New York store sold over 15,000 in three weeks) it is now in production and ready for big sales through toy departments everywhere.

A GOOD VALUE—The stove measures 13 x 6 x 7 inches and is sturdily constructed. It is very imposing with white glossy coated front and sides, gray trim and red decorations. Two levers for the broiler and burner. Turn either one and the stove top is aglow, fascinating the imagination of little homekeeping hearts. BUT, THERE'S NO HEAT TO BURN LITTLE FINGERS. Stove is made foolproof—100% safe by the ingenious use of a flashlight battery and miniature incandescent lamps.

NATIONAL ADVERTISING—Here's a new product with terrific appeal, in the right price bracket. A highly satisfactory piece of merchandise to handle, guaranteed by a reliable manufacturer and advertised in color pages in national magazines.

Price $1.50, without battery *Order Early*

WHIZ FOOTBALL, BASEBALL, BOWLING, PROVEN SELLERS. Now in attractive new box. Improved construction. More eye appeal.

ELECTRIC GAME CO., INC., Holyoke, Mass.
ON DISPLAY AT MONROE OSTEN, 200 Fifth Ave., New York William E. Dollle, Los Angeles. Samuel Cann, Baltimore

BIGGEST MONEY-MAKING MARVEL YOU HAVE EVER SEEN

We've got everything. Watch it sell and sell!

The amazing new

"BUZZA"

The Electric Chug-Chug

Just put it on the track. Push the switch. Away it goes! No wiring. No winding. No assembling. It's safe and sturdy. Complete with track. Beautifully packed. To Retail at about only $5.00—complete.

LOT-TESTED TOYS, LTD.

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General Distributors
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EMPIRE *Little Lady* RANGES

LEAD on EVERY COUNT

QUALITY . . . SIZE . . . BEAUTY . . . PERFORMANCE . . . SAFETY . . . APPEAL

Model 212

- **Actually Cooks and Bakes SAFELY**
- **Insulated Burners** Sketch above shows safety burner construction with air space insulation all around. Prevents stove top from being dangerously heated

By any comparison, the **EMPIRE "Little Lady" Model 212** Electric Range is your finest sales value in stoves! Check it feature by feature. It actually cooks and bakes — with the built-in toy cooker and 5 other utensils. Mothers like its complete safety protection — the signal light warning when current is on, and the safety burners. Check the size, too — 15" wide, 12¾" high, 7¾" deep — the largest on the market for the price. And beauty — modern streamlined table-top design, beautifully enameled and trimmed. Also movable play switches on chromium panels, and clock dial. 660 watts, cord set attached . . . Suggested Retail price $6.50

"Heat-It" Toy Iron Model 350 — really irons, holds heat after pre-heating, weighs one pound. Made of durable composition, with streamlined, open-end ebonized handle. Red body, white sole plate with smooth glazed surface. Suggested retail price, only 65¢

Model 182 Realistic, Non-Electric Play Stove

The ideal year 'round toy for children of any age and your best value at the price. Larger — 15" wide, 12¾" high, 7¾" deep. Smart, modern table-top design of strong, welded steel construction to take hard playing. Oven is large, with new type handle. Movable play switches, clock dial, 6 toy utensils including waterless cooker complete the equipment. Attractively finished in white enamel with black and red trim. Suggested Retail price, only $2.45.

Metal shortages may necessitate allotting production on the basis of prior purchases. EMPIRE "Little Lady" play stoves, toy electric ranges, as well as Empire toy electric irons and steam engines are well worth waiting for.

THE METAL WARE CORPORATION

New York • TWO RIVERS, WIS. • Chicago

Manufacturers of Electric Appliances, Toys and Lanterns.

Good News **FROM TOY BUYERS EVERYWHERE**

PLA-DOLL SALES SOAR TO ALL-TIME HIGH!

"Every Mother's Daughter Plays Mother"

HERE ARE THE REASONS WHY:

PLA-DOLL'S sell-on-sight good looks and instantly recognizable good value . . . defined by colorful lustrous leatherette trim and upholstered richness.

PLA-DOLL'S continuous promotion in such national magazines as "Two to Six" and "Children's Activities."

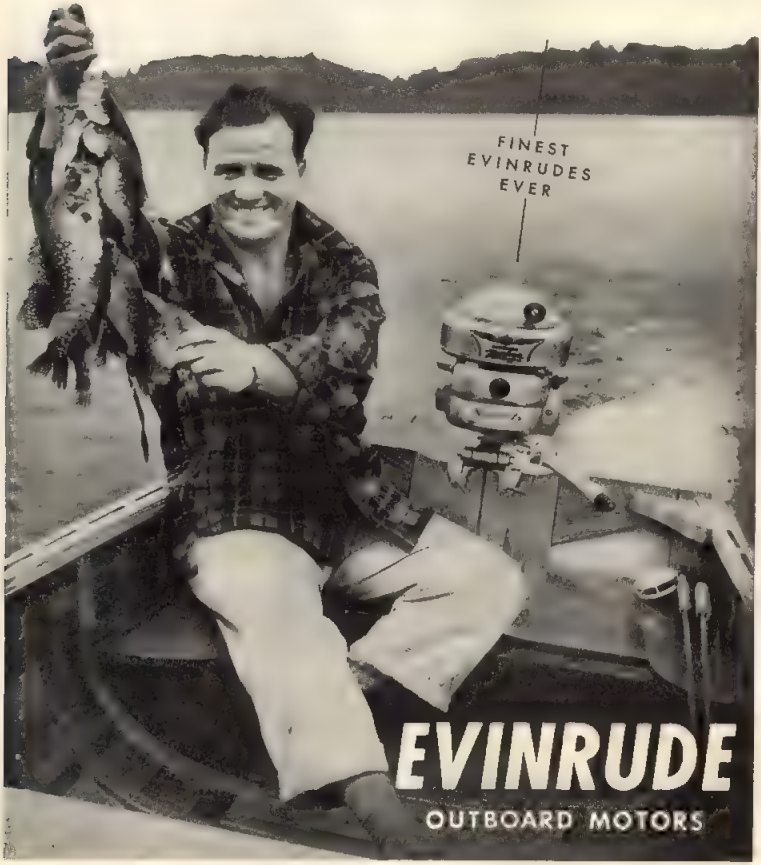
WRITE FOR PLA-DOLL CATALOG

DOLL FURNITURE CORP.

348 IRVING AVENUE BROOKLYN 27, N. Y.

Coming your way -

Steady on the course and heading right for you . . . *new Evinrudes* sparkling with the promise of more fun in '46! Again, a *complete line* of models — smart singles and twin cylinder motors — and three superb "fours"! All exactly as you would expect them . . . reflecting 37 years of priceless outboard *know how* . . . *the finest Evinrudes ever!* See your Evinrude dealer soon — and send for free catalog of the complete Evinrude line. Write for it today. EVINRUDE MOTORS, 5132 N. 27th St., Milwaukee 9, Wisconsin.

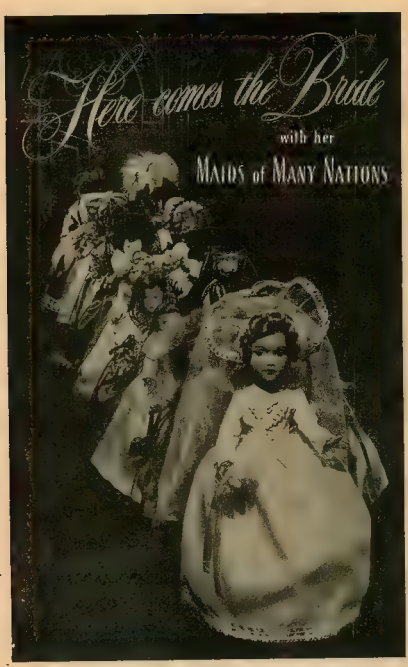


FAIRFORM FLYER

45 SEDAN
A roomy, fast family cruiser.

SPORTSMAN 38
A Deluxe Twin Screw Fishing Boat.

DOGHOUSE 40
The most Cruiser in 40 feet ever devised.



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INDIVIDUALLY BOXED

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Fairy Land Series

Each doll with her own story in a little book included in attractive individual box.

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MEG, OF "LITTLE WOMEN" • TOM SAWYER
AMY OF "LITTLE WOMEN" • OLD MOTHER
HUBBARD • MARY, MARY, QUITE CONTRARY
BEAUTY AND THE BEAST • LITTLE MISS MUFFET
HEIDI • GOLDILOCKS AND THE THREE BEARS
POLLY PUT THE KETTLE ON • CINDERELLA
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7" to 15" Dolls all dressed in beautiful Satin Gowns—attractively boxed individually

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PATENT PENDING

MOVES LIKE A LIVE DOG

THE WORLD-FAMOUS SWISS INVENTION. KOHNER BROS. AND THE WAKOUWA TOY CORP. HAVE ACQUIRED THE EXCLUSIVE MANUFACTURING RIGHTS FOR THE U. S. A.

WITH BARK OR WITHOUT

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WOOD PARTS HIGHLY FINISHED, CONNECTED WITH DURABLE NYLON THREAD

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NEW! PERFECTED!

- **Wood Burning Sets**
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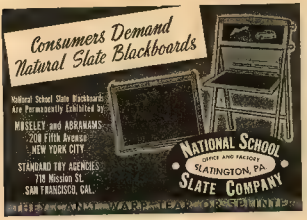
Also Doll Furniture • Doll Houses • Roller Tot • Sand Pen Sets • Nested Blocks • Dolly Toddler • Coastal Defense Gun • and other hits. Write for catalogs.

RAPAPORT BROS. 343 S. Dearborn St. CHICAGO 4, ILL.


Consumers Demand Natural Slate Blackboards
National School Slate Blackboards Are Permanently Exhibited by:
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718 Mission St. SAN FRANCISCO, CAL.
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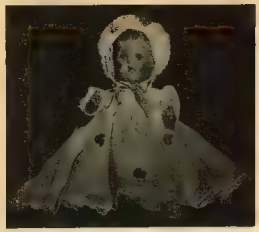
FLORETTE DOLLS



A truly beautiful line of high grade popular-priced Stuffed and Composition Dolls that must be seen to be appreciated. Wide selection of original costumes stunningly designed. All Dolls have moving eyes and come with or without voices.

Composition Dolls from 17" to 20"

Stuffed Dolls from 14" high at $14.40 per doz. Up

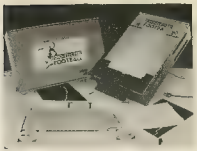
Ask About Our "Bobby Soxers," "Sweater Girls," "Funny Faces" and other fast-selling Soft Dolls

Western Merchandise Mart — SWEARINGEN & MILLER, 1355 Market Street, San Fancisco 3, Calif.

FLORETTE MANUFACTURING CO.
115 West 42nd St. (LO. 3-5825) New York 18, N. Y.

CADACO-ELLIS GAMES

They're Back Again!



You've missed their powerful sales appeal at your game counters. Hundreds of your customers have written to Cadaco-Ellis during the past three years asking when and where they could obtain these action-packed favorites.

Now they'll soon be available again—the three great Cadaco-Ellis games that rolled up such record pre-war sales.

FOTO-ELECTRIC FOOTBALL

You actually SEE every play! The ball carrier starts, dodges through the line, escapes tacklers until stopped. The closest thing to a real football game in your own home.

BAS-KET

Basketball in miniature. Using regular Conference rules, you play just as you would on a large court. Sturdy steel mechanism.

HOOKEY

The famous fish game. Hookey has action, suspense, excitement and fun all combined in one indoor game. Fish pool, frying pans, metal fish, poles, lines, and magnets, brilliantly packaged in "underseas" box.

For three years the absence of war-banned critical materials prevented the manufacture of these tremendously popular games. The accumulated demand for them is enormous. Be sure that *you* have enough Foto-Electric, Bas-Ket, and Hookey to satisfy your customers' demands!

CADACO-ELLIS—*Originators of Games*

Merchandise Mart
CHICAGO, ILL.

Room 407—200 Fifth Ave.
NEW YORK

NOW READY!

AMERICA'S MOST OUTSTANDING LINE OF

GENUINE LEATHER

PISTOL AND HOLSTER SETS

- ALL METAL CLICKER PISTOLS
- REPEATING CAP PISTOLS
- ALL LEATHER HOLSTER SETS
- PURPLE SAGE
- WESTERN RANGER
- 4 STAR RODEO

ATTRACTIVELY BOXED IN BRIGHT COLORS

TO BE SOLD AT POPULAR PRICES

ALSO

A COMPLETE LINE OF

STUFFED AND COMPOSITION BABY DOLLS

●

WELL MADE DOLL & TOY CO.

37-43 GREENE STREET, NEW YORK 13, N. Y.

NOW ON DISPLAY AT 200 FIFTH AVE., ROOM 357
PLIOTOYS, Inc., SELLING AGENTS

SMASHING ALL SALES RECORDS WITH THESE

JACK-IN-THE-BOXES

Just a few of our new items. We have 100 more to show you. It will pay you to pay us a visit when you come to the Toy Fair.

●

Something Added To Our "Goo-Goo" Dolls Now Made With Pig-Tails

Our only display will be at our showrooms:

ROOM 302

1107 BROADWAY
NEW YORK

Aaron Faust in Attendance

FREUNDLICH NOVELTY CORP.

Factory: 507-511 Broadway

SALES ROOMS: - - - - - - - - 1107 BROADWAY - - - - - - - - NEW YORK 12

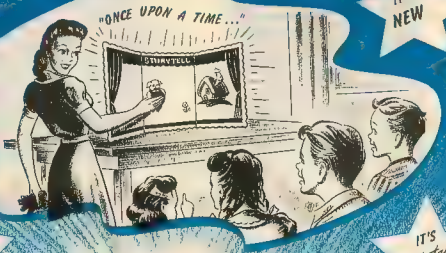
Telephone: CAnal 6-4738

Presenting . . .

AMERICA'S MOST THRILLING CHILDREN'S RECORD DRAMATIZATION PRODUCED BY TOY

STORYTELL HOME THEATRE

IT'S NEW



IT'S Educational

IT'S Entertaining

Theatrical SCREEN PLAY SET

COMPLETE WITH MAGIC SCREEN
AND YOUR FAVORITE NURSERY STARS

Illustrates the Story while Telling

STORYTELL productions:
"THE THREE BEARS"
"THREE LITTLE PIGS"
"LITTLE RED RIDING HOOD"
"CINDERELLA"
"JACK AND THE BEAN STALK"

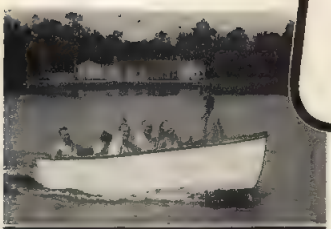
Also

JARVIS SMITH
"ON THE GROUND FLOOR"
200 FIFTH AVENUE
NEW YORK CITY

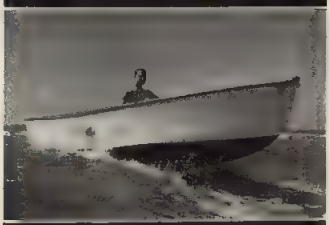
ROOM 442
McALPIN HOTEL
AT THE **TOYFAIR**

HERBERT H. KRAUSE & ASSOCIATES
(REPRESENTATION DIVISION)
1406 MERCHANDISE MART
CHICAGO 54, ILL

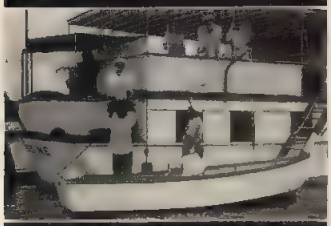
There's a GIBBS SMALL BOAT ... for every purpose



...AS A FAMILY PLEASURE BOAT



...AS A SEAWORTHY FISHING BOAT



...AS A YACHT TENDER

Whatever your need for a small boat... salt water or stream fishing, as a yacht tender or for a family pleasure launch... GIBBS has a suitable model in production.

Precision built of bottle-tight marine plywood, equipped with a four-cycle, air-cooled engine (smaller models without power if desired), up to the minute vee-bottom design, the GIBBS small boats will bring enjoyment to thousands of people who are looking for small pleasure and utility craft that are seaworthy, economical, easily maintained and light to transport.

Plan now to own a GIBBS small boat. We will be glad to send you a descriptive folder and further information on request.

GIBBS CORPORATION

SMALL BOAT DIVISION

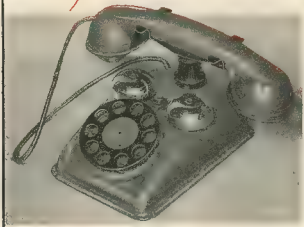
... 4 FLAGLER STREET • JACKSONVILLE 7, FLORIDA

FORMERLY GIBBS GAS ENGINE COMPANY

toys that RING when you

Push
Pull
Dial
Ride

them



GONG BELL combines Action, Eye Appeal and durable construction —PLUS that priceless *ring-a-ling* feature that multiplies sales and builds good will. We hope soon to ship you MORE . . .

the
GONG BELL Manufacturing Co.
200 Fifth Ave., New York City
Walter H. Rhone Fannie Gertler

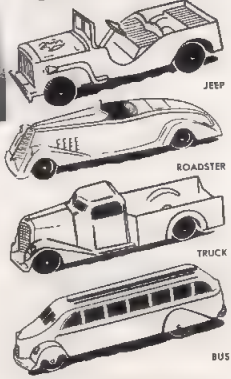
METAL MASTERS COMPANY

Hit of the N.Y. Fair!

4-Pc. Metal Die-Cast Toy Set

TO RETAIL AT $2 A SET

Available Singly to Retail at 39c Ea.



All Ready to Pop!

Metal Masters Has Something BIG and DIFFERENT Up Its Sleeve . . . Watch for the Big News to Break Soon!

Description of the Set:

- **Full-color scenic box, 12 x 14½ ins.**
- **Four subjects in each set: truck, roadster, jeep, bus . . . each about 7 ins. long**
- **Harmless colors . . . free-running, non-scratching.**
- **Sturdy enough to support a man's weight.**

One dozen per carton, weight 20 lbs

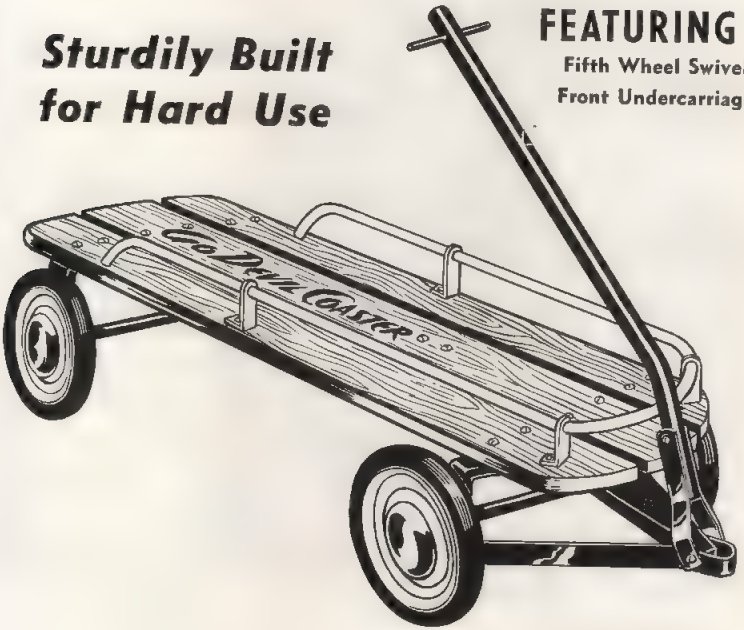
Metal Masters Co.
17 N. WASHINGTON STREET
POTTSTOWN, PA.

NOW! A new, improved

GO DEVIL COASTER

Sturdily Built for Hard Use

FEATURING
Fifth Wheel Swivel
Front Undercarriage



Buy from Your Local Jobber

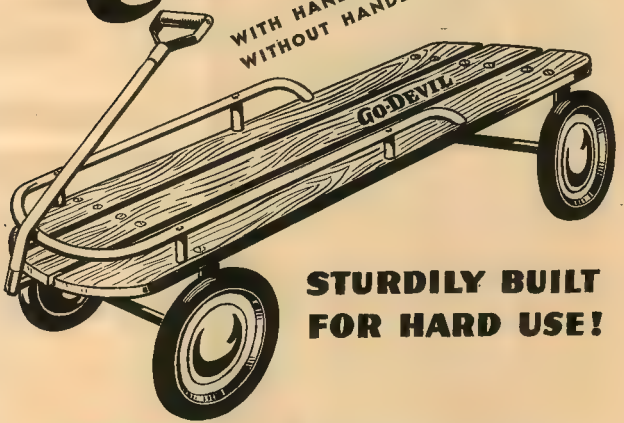
WHEEL TOY CORPORATION

3218-20 EAST 92nd STREET • **CHICAGO 17, ILLINOIS**

EASTERN REPRESENTATIVE: Alfred Hahn, 200 Fifth Avenue, New York City
MIDDLE WEST REPRESENTATIVE: Sam Weiner, 1433 Merchandise Mart, Chicago 54, Ill.
SOUTHWEST REPRESENTATIVE: Leo Ungar & Co., 310 N. 11th St., St. Louis 1, Mo.

The NEW GO DEVIL COASTER

WITH HANDLE . . . . . A Wagon
WITHOUT HANDLE . . . A Coaster



STURDILY BUILT FOR HARD USE!

When in Chicago or St. Louis be sure to visit our permanent displays

WHEEL TOY CORPORATION

Offices and Factory:
3218-20 E. 92nd ST. CHICAGO 17, ILLINOIS

Sam Weiner, Middlewest Representative, 1433 Merchandise Mart, Chicago 54, Ill.
Leo Ungar & Co., Southwest Representative, 310 North 11th St., St. Louis, Mo.

(successor to Bee-Jay Products)

DARTS

Our designer-engineer, Philip C. Booty, originator of the plastic fin dart, has developed a line of sensational new lead-weighted Bee-line Darts. When lead is officially released for toys and games, we'll go into top speed production to supply the tremendous demand there will be for these new, vastly improved darts.

Bee-line Darts will feature these important refinements:

Write today for our descriptive circular showing models and prices.

- Plastic fins for longer life. Nothing to loosen—no ruffling or fraying.
- Lead-weighted for true flight and perfect Bee-line accuracy.
- Sharp tempered steel pins securely set for long life.
- Moistureproof . . . Easier to clean
- Attractively packed in eye-catching cartons.

BEE-LINE PRODUCTS CO.
1832 Juneway Terrace, Chicago 26, Illinois

HOP-N-ROD
PAT-PEND

THE NEW VERSION
of the old universally accepted

JUMPING STICK

An All Year Toy

Streamlined lightweight all metal construction except replaceable plastic tips gives toy a lasting life.

Excellent exercise with a modern toy. Its use by the growing boy or girl will help develop body, agility and balance.

Practical for use by child or adult weighing up to 160 pounds.

Suggested Retail price $8.95

Attractive discounts to dealers. Some territories open for reliable jobbers or distributors.

CAR-MAT MFG. CORP.
516 Garden Street,
Carlstadt, N. J.

"QUICKEST TURNOVER IN TOYS"

SELF LOADING PLASTIC WATER GUN
"A HOT SHOT ITEM"
"SALES APPEAL PLUS"
THE GUN FOR ALL AGES
"ORDER THIS STREAMLINED POCKET THRILLER TODAY"
A FASCINATING AND HARMLESS TOY
A PARTY FEATURE FOR ADULTS
MULTIPLE SHOT
WATER * SHOOT
NO RUST
NONBREAKABLE
SELF LOADING
UNLIMITED number of shots with a firing range of thirty feet. Loads itself by release on trigger when muzzle is immersed in water.
LEADS THE WAY . . . in APPEARANCE . . . in QUALITY . . . in ACTION.
A smart, dependable, and popularly priced item of precision design, beautifully molded in assorted colors.
NO SMALL PARTS
FLOATS IN WATER
Shipping weight per gross is approximately 19 lbs. Terms 2% . . . ten days to rated account. Packed two dozen assorted colors in box.
INTERNATIONALLY KNOWN
HARBEN PLASTICS CO.
739 NORTH SPRING STREET
LOS ANGELES 12, CALIFORNIA
A FEATURE ANYWHERE
8863-4
Midtigan

THIS ADVERTISEMENT IS PRINTED UPSIDE DOWN BY REQUEST OF ADVERTISER

SPARE-TIME BOWLING GAME

In Original Plastic Pin

Retail $1

A proven best seller nationally for four years. No stock complete without it.

SPARE - TIME CORPORATION

1417 E. Franklin

Minneapolis 4, Minnesota

GREENSTEIN HEADS N. Y. OFFICE OF FURNITURE BUYING GROUP

Effective January 1st, 1946, Arthur Greenstein, for the past twenty-two years merchandising head of the New York office of the home furnishings division of Meier & Frank, Portland, Oregon, will be in charge of the New York office of the Associated Furniture Buyers, Inc., at 389 Fifth Avenue. Former headquarters were in Philadelphia, where an office is still maintained at 615 Market Street. Mr. Greenstein's work will include buying, merchandising, and personalized contact with the individual member stores. He will also work closely with manufacturers in developing special lines of merchandise for members of the Associated buying group.

With the opening of the New York office, the buying and merchandising activities of the Associated Furniture Buyers will be expanded to include a correlated program of advertising and sales promotion, sales training and other important phases of successful furniture store operation, under the leadership of experienced executives. The greater majority of those stores which were members of the Associated Furniture Buyers in the past have reaffiliated. In addition, many other stores in all sections of the country have signified their intention of joining, feeling that the trend of conditions today is along the lines of group buying, group thinking, and a group type of operation. The president of the Associated Furniture Buyers is Morton L. Kahn. Kahn & Rosenau, Philadelphia, Penn.

Ross Chemical "Number 600" Kite

ROSS CHEMICAL & MFG. CO. OFFERS NEW KITE

Ross Chemical & Manufacturing Company, Detroit 17, Michigan, is offering an attractive new kite with many interesting features. Known as their "Number 600", it is of two-stick construction and measures 36" x 30". It is made from machine-glazed paper printed in two colors, and comes with holes already punched to attach to kite strings thus eliminating the necessity of tearing the holes in the kite. Three designs are available: Caterpillar Club, Shooting Star and Stratosphere.

McGINTY REPRESENTS SKIL-TOY CO.

The Skil-Toy Company, 4340-42 W. Harrison Street, Chicago 24, Illinois, announces the appointment of Tom McGinty, Room 320, 200 Fifth Avenue, New York City, as its exclusive Eastern factory representative. The company's complete line is now on display in Mr. McGinty's showroom.

The 1946 Skil-Toy line includes the Skil-Toy Inlay puzzle clock which was tested late last fall and received nationwide acceptance, also the Skil-Toy inlay puzzle line of 10 colorful graduated inlay puzzles.

In response to dealer and consumer demand a new nursery line has been added for the toddlers of from 18 months thru 3 years of age. There are four nursery subjects; an Elephant, Panda, Pig, and Squirrel.

The recent purchase by the Skil-Toy Company of a modern factory building have enabled the company to greatly expand the scope of its operations.

NEW SUN RUBBER ITEMS

Four new "Shopper Stoppers", products designed to catch the eye of the passerby, have been announced by The Sun Rubber Company of Barberton, Ohio, and are now available for retailers. Mounted separately on colorful display cards, the new rubber items are forerunners of the new and broader line of Sunruco specialities, according to T. W. Smith, Jr., Sun general manager. A household specialty included is a quick-seal rubber bottle stopper which can be used over and over, to keep the original sparkle in bottled beverages. A doll's hot water bottle and a nursing bottle with nipple for wetting dolls are two children's attractions. A rubber "toof easer", a teething ring made of non-toxic rubber, is also featured.

THE GUN FOR FUN

REALISTIC DESIGN

PLASTIC WATER GUN

– NO RUST — FUNCTION TESTED — BUILT IN STURDINESS — NO SHARP EDGES –

HARBEN PLASTICS CO.

739 NORTH SPRING STREET – LOS ANGELES 12 – CALIFORNIA – MUTUAL 3070

Now is the time to order your new

HARCO "40"

A MONTH FROM NOW MAY BE TOO LATE for delivery this season

Orders on hand and the current exceptional interest in the Harco "40" Cruiser indicate that our production schedule for this season's delivery will soon be completely filled. If you have been putting off the impulse to get more information on the Harco "40" we urge you to act at once, so that you may decide before it's too late to get delivery. The Harco "40" is taking first place among yachting enthusiasts everywhere because no other quality cruiser so effectively combines COMFORT, LUXURY, SPEED, SAFETY, EASE OF HANDLING and GREATER CRUISING RANGE. Get the details NOW!

HARBOR BOAT BUILDING COMPANY

Builders of Fine Craft • LOS ANGELES HARBOR, TERMINAL ISLAND, CALIFORNIA

The BOGARDUS
All Purpose BAY BOAT

Late winter or early spring delivery assured on boats ordered now through our 12-month easy payment plan (within a radius of 50 miles of New York City).

THE BOGARDUS all purpose BAY BOAT embodies many outstanding features. It's roomy, comfortable and seaworthy—an ideal craft for bay, sound, lake or river use. Powered with a good reliable 4-cycle, air cooled inboard motor which gives it plenty of speed for getting places yet will throttle down to a lazy pace of less than 1 m.p.h. for trolling. Low first cost and economical to operate. Draws less than a foot of water.

Write now for descriptive circular and terms.

SPECIFICATIONS AND FEATURES:

Length 15 feet, 8 inches
Beam 5 feet, 3 inches
Planked with waterproof marine plywood, all joints fastened with waterproof glue, assuring a tight hull
Ample freeboard.
White oak stem and frames.
Honduras Mahogany seats, transom and trim.
Decked over forward with roomy locker beneath.
Wide seats. Adjustable backs may be installed.
Brass and bronze fastenings.
Motor fully protected but well ventilated and easily accessible.
Removable galvanized fish box under stern seat.
Practically non-capsizable.

BAY BOAT BY F. HERRESHOFF
BOGARDUS BOATS Inc.

Dept. M-1, 20 MECHANIC STREET, NEW ROCHELLE, N. Y.

MARINE HARDWARE

New stocks are now arriving. Let us quote on your requirements.

Send your name and address on a post card—you will receive our NEW Catalog, as soon as it is printed. Write Now!

Serving the Boatman for over 40 Years.

B. SACK & SON

54-55 SOUTH STREET NEW YORK 5, N Y

maneuvering board sheet and plot out the actual course of the vessel through its entire track.

In the early days of developing this process, we took a bearing from the bow and the stern simultaneously. On one such trial in the Lower Bay, we were trying out a set of experimental rudders for the first time. My station was right up in the bow of the ship, with the pelorus, taking the bow bearing. It was a very light boat, and we were going into a high-speed turn. We must have been doing better than fifty knots, and had just completed the first ninety degrees of the turn when two of the three rudders broke off. Our PT boat took the bit in her teeth and headed straight for a nearby tanker coming down the Bay! Now, my job was to keep that target in my sights, so I was breaking my fool neck trying to stay with it as it disappeared from view aft. I became aware of something being "snafu" when the engines were suddenly reversed just as a large, dark object loomed over my left shoulder. About that time I got the hell out of there! They had good coffee on that tanker, though. At least it smelled good anyway.

Of course, the procedure on our experimental and development trials sometimes had to be more or less extemporaneous right there on the course, and often with rather surprising and amazing results. One of the boats that we ran with some special developments on the bottom, evolved by Mr. Chase and Spaulding Dunbar, showed a startling turn of speed. At certain stages it also had quite a will of its own. In other words, at the excessively high speed she developed, it became rather difficult to handle her. This display of temperament has an alarming effect on one, especially when tearing down the river toward the draw of a bridge to find that the boat has skittish ideas about going through so small and restricted an opening. The boat was put into a high speed right-hand turn. No one knew what would happen until we tried it. The results were startling. The boat just turned end for end, throwing about seventy-five 50-pound bags of lead right off the transom, stalling all three engines and making sternway at considerable speed. When the various members of the crew had collected themselves and found no bones broken anywhere, Mr. Chase turned to Bill Koch and said "Bill, I think you'd better go down and count the engines!"

The smoke used on the PT boats was developed at Elco under the able direction of A. J. Ritchie. It is an extremely simple and effective method of laying a smoke screen, and is perfectly harmless and easy to handle. On one such trial, we played hide and seek with a Navy blimp. We hid under an island of this smoke and then ran out of it at full speed, completely fooling the boys overhead. On another occasion, we put on a demonstration at City Island using three boats in conjunction with several planes. A nice screen was laid, the boats running in and out of it, dodging the diving planes overhead. This was fine, until one of the boats came driving out of the smoke to find a small Coast Guard Auxiliary patrol boat about fifty feet dead ahead! All the poor Coast Guardsman could do was stand there with his mouth open. I bet he hasn't forgotten that yet.

One of the most amusing incidents was in connection with our kite experiments. We had been working on the idea of flying some rather good-sized kites on steel wire, from the afterdeck, to more or less interfere with the maneuvers of enemy planes that tried diving and strafing the boats. On this occasion, we were just coming out of Kill Van Kull and were flying one of these kites. We passed a tugboat. The tough looking skipper came out on the side deck of

(*Continued on page* 134)

THE FAMOUS

DRUM BANK

The Fastest Selling Toy Bank In America

Now With Decals
Now A New Low Price

NEW beauty and new eye appeal give this unique all-metal, precision-made COIN BANK even greater sales value.

A perfect gift for both young and old. Now available in three attractive, high-lustre colors, with assorted decals . . . the New All-White, Blue and White, Red and White. Beautiful decals in brilliant color combinations.

Visit us at the Toy Fair in March. Room 303 — Breslin Hotel.

THE DRUM BANK SELLS AT SIGHT

Build Displays - - Watch Them Move!

ORDER NOW . . . IMMEDIATE DELIVERY

HAROLD A. STOLTZ AND ASSOCIATES

EMPIRE BUILDING, 1783 EAST 11TH STREET, - - CLEVELAND 14, OHIO

An Opportunity

FOR A FEW WELL ESTABLISHED, SUCCESSFUL TOY MANUFACTURERS TO PARTICIPATE IN A Brand New Idea in Toy Merchandising!

IT'S A HENSY TOY

You CAN BECOME A MEMBER OF THIS NATIONALLY ADVERTISED, WIDELY PROMOTED TRADE MARK FAMILY

Without Losing Your Own Identity!

AT NO COST TO YOU

Very few toy manufacturers are in position to undertake a heavily budgeted national advertising and promotional campaign.

This new idea, conceived by Al Smidth, a highly successful toy manufacturers' representative with a tremendous following, now makes such national promotion available to his clients.

THIS IS PART OF AL SMIDTH'S SERVICE TO HIS ACCOUNTS — at his own expense!

This plan also includes a nation-wide coverage of jobbers, retailers and chain stores by Al Smidth's own sales force. The Hensy trade mark is now being "plugged" in leading national publications. Parents and children will soon be looking for the Hensy Trade Mark on Toys . . . and asking for them by name!

This is the most unusual cooperation ever offered by any toy manufacturers' representative . . . and is now available to just a few non-competitive toy manufacturers. Full details available in personal interview.

HENSY
ADVERTISING IS SCHEDULED TO APPEAR IN

SATURDAY EVENING POST
GOOD HOUSEKEEPING
PARENTS MAGAZINE
TWO-TO-SIX MAGAZINE
CHILDREN'S ACTIVITIES

plus
- *Direct Mail (dealer)*
- *Dealer Helps*
- *Dealer Displays*
- *Colorful Litho Booklets —*

CONTAINING YOUR OWN PRODUCT — TO BE ATTACHED TO EVERY ITEM YOU SELL!

WHEREVER YOU BUY A TOY . . . WHENEVER YOU BUY A TOY . . .

IT'S A HENSY TOY

BE SURE TO LOOK FOR THIS TRADE MARK

Every HENSY Toy is pre-tested for safety, durability, and play value, and is representative of the integrity of the manufacturer who makes and sells it. For fine quality and utmost value, your preference for and insistence upon HENSY Toys is a reflection of your high standards for your child

HENSY TOYS STURDY • • SAFE DURABLE • EDUCATIONAL

This ad appears in Parents Magazine in March 1946 one of the publications on our schedule

Al Smidth

WRITE OR PHONE
200 FIFTH AVE. • NEW YORK 10, N. Y. • Room 317
PHONE — GR 7-4611

PLASTIC

No. 200—FREIGHT—15¼" LONG

HENSY *Miniature* TRAINS

No. 317—CIRCUS—16" LONG

Another Al. Smidth creation

NATIONALLY ADVERTISED

A LITTLE *Jewel* OF A TOY FOR EVERY TODDLING GIRL AND BOY

IT'S A HENSY TOY

EXCEPTIONAL VALUE RETAILS FOR $1.25

MIN. SHIP. 1 GROSS WEIGHT 72 LBS.

The GEM of the Toy Trade

Every little detail beautifully molded of clear, exquisitely colored plastic. The cars are ALL PLASTIC, including the couplers and wheels. No hooks or metal to rust or scratch. It's a post war plastic marvel. Washable and sanitary. Nothing like it on the market. Beautifully packaged in 4-color display box.

Manufactured by WALTER G. BOSCHEN COMPANY

REPRESENTED BY

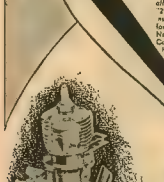
Al Smidth **ROOM 317 • 200 FIFTH AVE., NEW YORK 10, N. Y.**

YOUR MODEL IS IN THE WINNING CIRCLE, IF AN 'OK' IS IN THE FUSELAGE!

'OK' B-29

The First, the Only Engine with "2 SPEED TIMER"

Plan your "B" campaign around the new, all new — easy-start to, cam-sheet-running "29" . . . 2 speed timer set-up permits installation of dual set of ignition points for 2 speed operation by remote control. New, improved needle valve. Beryllium Copper Thrust Ring fitted to crankshaft! More features, many more — plus low initial cost make "29" the foundation for a memorable career in "B" flying — free flight or controline. Complete with spark-plug, bakelite tank and Neoprene fuel line. $15.50



'OK' SUPER 60

With 3 position TIMER CONTROL

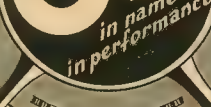
Super "60" — a mighty "C" power plant — features rotary valve with venturi opening over 15/16 diameter of cylinder bore. Patented porting. Oversize ball-bearing to take radial and thrust loads. Piston machined from steel (not stamped) hardened and lapped to cylinder. 3 position timer offers selective control in plane, race car or boat. Complete with spark-plug, bakelite tank and neoprene fuel line.

$18.00

"OK" Raceway-Marine "60" "Keyway" Crankshaft and Flywheel

"60" Raceway and Marine engines are block-tested at speeds exceeding 10,000 R.P.M. Piston precisely fitted with necessary extra clearance for top speed performance. Both crankshaft and fully machine balanced flywheel are precision "Keyways."

Complete with spark plug, bakelite tank and Neoprene Fuel Line. $25.



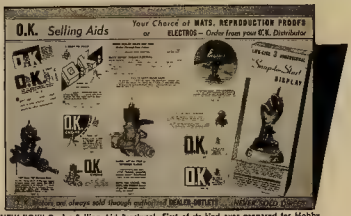
'OK' TWIN

With 1 Piece MONO-TYPE CONNECTING ROD

Delivers smooth, unwavering 1/2 hp despite extremely light weight (only 32 ozs.) Two opposed cylinders, simultaneous firing. Die-cast aluminum alloy crankcase, split-type. Ingenious crankshaft design for operat on with mono type (1 pc.) connect ng rod. Unmatched power-to-we ght ratio for largest models, radio-control and general experimentation. Complete with spark plugs, bakelite tank and neoprene fuel line. $49.00

SELLING *You* IS ONLY *half* THE JOB!

equally important..Selling For You!



NEW "OK" Dealer Selling Aid Brochure! First of its kind ever prepared for Hobby Merchants. Features a variety of practical, ready-to-use cuts, prints-suitable-for-reproduction, combination display and motor mount, cut-away engine, etc. Ask your "OK" distributor for a copy from which to make selection.

Consistent ADVERTISING

"OK" Super 60 is featured in consistent, dominant-space units in the publications YOUR modellers read! AIR TRAILS, AIR TRAILS ANNUAL MODEL AIRPLANE NEWS, MODEL CRAFTSMAN!

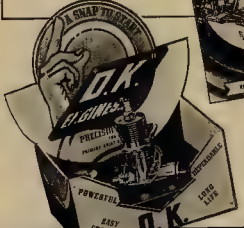
New 3 DIMENSIONAL

COMBINATION DISPLAY and "OK" MOTOR MOUNT

Our "snap-to-start" comes to life in outstanding 15" high counter display! Streamlined base, sturdy engine mount. Quantity limited, reserve one through your jobber.

4 COLOR DECALCOMANIA

Striking dealer's authorization recognition decal, for door, window or sales counter, 7" diameter.



Designed to "sell *for* you" — our accelerated sales-promotion program for "OK" is really your advertising! *("OK" motors are sold through dealers only — NEVER DIRECT!)* Sales of "OK" Super 60's are pouring more profits into dealer tills than any similar item! A good motor, a favorite since early days of gas-model flying, aggressively promoted and featured, now, in "sales-tested" tie-ups!

PRICED "RIGHT" — PROFITED "RIGHT"

Our new $21 list price (complete with Coil, Bakelite Tank, Spark Plug, Condenser, Fuel Line and Hook-Up Wire) added spectacular sales impetus! Feature "OK" in your selling campaign — cash in on the pre selling job!

HERKIMER TOOL & MODEL WORKS, Inc. HERKIMER N. Y.

ANOTHER *HONEST ENGINE* FROM MAKER OF *CHAMPIONS*

OK "29"

..New B

ANOTHER "SNAP TO START" Beauty

$18.50 New 'OK' "29" (Class 'B' engine). Complete with coil, condenser, spark plug and bakelite gas tank

. . . NEW SALES
. . . NEW PROFITS

Another 'easy-to-start' EASY-TO-SELL motor from 'OK' . . . home of champions! 'OK-29' is designed right, streamlined right, priced right for rapid turn-over!

'OK' . . . most actively 'pre-sold' product in the field. Consistent advertising *plus* modern promotional efforts planned to make their stay with you short—and profitable! Trade deliveries commence about June 1st . . . contact your 'OK' distributor at once.

OUR COUNTER SNAP-TO-START ADVERTISING THEME COMES TO LIFE!

New, striking 3 dimensional combination display and 'OK' motor mount. 15" high.

Quantity limited. Reserve yours at once through 'OK' distributor.

MEMBER MODEL MANUFACTURERS ASSOCIATION

and remember this!

'OK' engines are RETAILED through established dealers, distributed through franchised jobbers only!

NEVER SOLD DIRECT!

HERKIMER TOOL & MODEL WORKS, Inc.
Herkimer, New York

EXPORT OFFICE: 120 Wall St., New York 5, N. Y.
CABLE ADDRESS (All Cables): Concordia, N. Y.

O. K. TWIN
Back Soon!

The outstanding; pre-war favorite! Improved design and performance! The only opposed 'twin-cylinder' motor of its kind! Idea for radio-control models and interesting experimentation. $55.00

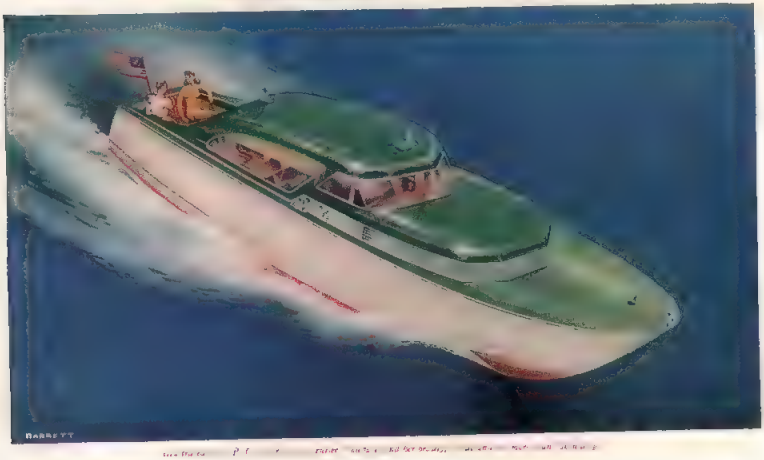
Featured by your 'OK' Dealer

Patent Tested!

Not speed alone—but the ability to *maintain* speed through rough seas . . . *not* just maneuverability—but immediate response to the touch of the helm when the going is tough . . . *not* just seaworthiness—but the ability to go out and come back under "impossible" weather conditions . . . these are the qualities that have brought fame to the Higgins P-T's.

These qualities in Higgins-built boats are the result of the development of an entirely new kind of high speed hull form covered by U. S. Patent Number 2369633 which is exclusive with the Higgins P-T Juniors.

If *your* postwar boat is Higgins-built it will have greater speed, with safety and economy . . . more *real performance* for every horsepower installed.



NAVIGATION WRINKLES FOR MOTOR BOATS' send for this book—121 pages, illustrated. Based on lectures given in Higgins Boat Operators and Marine Engine Maintenance School. Postpaid. $1.00. Address Publications Department H

For Leadership Afloat look to.. **Higgins**

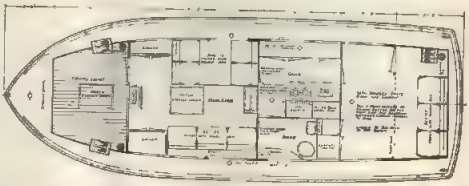
NEW ORLEANS, LA.

WORLD'S FINEST BOATS BY THE WORLD'S LARGEST BUILDER

Hilbilt Boats

PROTECTED WATER CRUISERS

The Hilbilt 33 pictured above with layout at right is more than a cruiser—it's a cruising houseboat with living accommodations for six.



WITH the accumulated experience of fifteen years specialization in shallow draft pleasure cruisers the post war models have been redesigned and fully tested. These new models will meet the requirements of ANY moderately protected body of water. They provide full living accomodations with real cruising ability. Performance and handling characteristics are of the highest order. Hilbilt boats are actually homes afloat aboard which you can live in maximum comfort while cruising America's waterways. Construction and materials are in accord with the best yacht construction standards yet the price range is comparable to that of the conventional type stock cruiser.

Write today for the complete story

Deliveries assured this year on most models

Hilbilt Boats MADISON, INDIANA —ON THE OHIO RIVER—

EVERYONE LOVES A

Hollywood Doll

HOLLYWOOD DOLL MANUFACTURING CO. takes pleasure in presenting their complete series of 5" dolls. They are . . . *PRINCESS* . . . *LUCKY STAR* . . . *PLAYMATES* . . . *HOLLYWOOD BOOK* . . . *LITTLE FRIENDS* . . . and *NURSERY RHYMES* series. The *PRINCESS* and *LUCKY STAR SERIES* have movable head, arms and legs; all other series have movable arms and legs. We also manufacture 9" dolls with movable arms and legs in the following series . . . Toyland . . . Garden . . . Idyll . . . Western . . . Punchinello . . . and Bride.

WRITE FOR *NEW* ILLUSTRATED COLOR BROCHURE

HOLLYWOOD DOLL MANUFACTURING CO.

FACTORY
1708 Standard Avenue
Glendale 1, California
Phone, CItrus 3-1521

SALES OFFICE
Suite 615-616 Brockman Bldg
Los Angeles, California
Phone: TUcker 3566

NEW YORK REPRESENTATIVE: D. H. FABER, ROOM 532, 200 FIFTH AVENUE, NEW YORK

EVERYONE LOVES A

Hollywood Doll

HOLLYWOOD DOLL MANUFACTURING CO. takes pleasure in presenting their complete series of 5" dolls. They are . . . *PRINCESS* . . . *LUCKY STAR* . . . *PLAYMATES* . . . *HOLLYWOOD BOOK* . . . *LITTLE FRIENDS* . . . and *NURSERY RHYMES* series. The *PRINCESS* and *LUCKY STAR SERIES* have movable head, arms and legs; all other series have movable arms and legs. We also manufacture 9" dolls with movable arms and legs in the following series . . . Toyland . . . Garden . . . Idyll . . . Western . . . Punchinello . . . and Bride.

WRITE FOR
NEW
ILLUSTRATED
COLOR BROCHURE

HOLLYWOOD DOLL MANUFACTURING CO.

FACTORY
1708 Standard Avenue
Glendale 1, California
Phone: Citrus 3-1521

SALES OFFICE
Suite 615-616 Brockman Bldg
Los Angeles, California
Phone. TUcker 3566

****

America's best known
and best loved Dolls
horsman dolls, inc.
200 fifth avenue · new york 10, n. y.
factory: trenton, new jersey

HORSMAN DOLLS

Look forward to your Toy Fair
visit and consideration of

America's best known and best loved Dolls

Factory — Trenton, New Jersey

Showroom—200 Fifth Ave., New York City, 10

They're Hits!

Immediate Deliveries

Pla-Dyce

Plays any dice game. Made of plastic in lustrous maroon finish with green felt play surface and built-on scoring rack. Dice cup, 5 dice and booklet, "33 Games in 1", included. 15⅝" diameter. Individually boxed, 6 to a carton.

fun-fone

Perfectly scaled model in plastic of a regular telephone. True in every detail, even to the dial which clicks and returns automatically to starting position. Lustrous black or red finish. Colorful, self-selling display box. Phone is 6"x6⅛" at base, 4½" high. Receiver is 7⅛" long.

Army "45"

PLASTIC TOY GUN

Accurately moulded, a perfect reproduction. Automatic clicking trigger adds realism. Sensational low price. Size 4⅝"x7¼". Individually boxed.

OTHER CONSOLIDATED TOYS

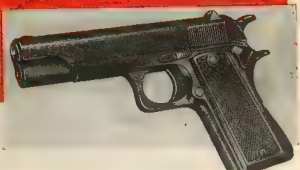
SPIN-A-PLANES

Suspended jet type planes spin around at high speed. Gravity powered. Colorful wood stand, 36" high. Metal planes and bomb-shaped weight. Attractive, self-selling display box.

TOY IRONING BOARD

All wood, smoothly sanded. Folds compactly. 30" long, 22" high.

WRITE FOR CIRCULARS AND PRICES



CONSOLIDATED INDUSTRIES

311 N. LA SALLE ST. CHICAGO 1, ILLINOIS

NEW YORK CITY — 15 East 26th St. — Manhattan, New

SAN FRANCISCO — 1355 W. Market St.—5th Floor — Harry L. Michaels, Mgr.

ST. LOUIS, MO. — 710 N. 12th St.—Suite 722 — Fred E. Wiehe, Mgr.

Representative — 216 Plymouth Bldg. — Belle S. Rosenberg, Rep.

Will carry you Faster and Farther on less Fuel and in Fuller Comfort

OFFSHORE 48 A Diesel driven, engines-in-stern Cruiser, capable of going anywhere. Cruises at 21.3 knots—with a top of 29.3 MPH. Inspiration of a lifetime of cruising.

THE new *Fairform Flyer*, dignified and beautiful, is the peak of structural and mechanical perfection. The non-pounding, full-planing, anti-rolling *Quadraconic Hull* continues in peace, as it did in war, to produce the highest speed and lowest operating cost.

Electrically-operated Toilets, running water and Bilge Pumps are standard on every *Fairform Flyer*. Infinite attention to details of comfort insure a lasting source of satisfaction, paying priceless dividends in *Health and Happiness*.

Other *Fairform Flyer* models not illustrated, include:

Sportsman 36—a deluxe twin screw fishing boat. 38 *Sedan*—versatile, seaworthy cruiser. *Sportsman* 45—for deep-sea fishing, cruising or commuting. *Neptune* 45—Diesel-driven double cabin cruiser. *Seafarer* 48—twin sister to the Offshore 48 but with alternate arrangement. *Offshore* 52 and *Oceanic* 52—extended cruising for six. *Offshore* 62—twin or triple Diesels-in-stern. *Overseas* 72 and *Overseas* 100—yachts capable of crossing oceans.

Detailed information to prospective owners who set forth their requirements.

Visit us when you are South this winter

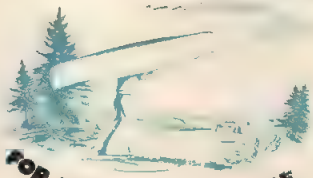
HUCKINS YACHT CORPORATION **FLORIDA MARINA**

ROOSEVELT HIGHWAY, LAKE SHORE BOULEVARD, ORTEGA RIVER

POST OFFICE BOX 6336 TELEPHONE 2-1126

JACKSONVILLE 5, FLORIDA

FOR LONG LIFE:....



FOR THE LONG PORTAGE

Built to the same high standards which made possible the famous Grumman fighting aircraft, these aluminum canoes are not only light in weight, but also strong and durable.

Aluminum canoes will not dry and open at the seams, rot, or soak up water. They don't get heavier as they grow older.

Alcoa Aluminum long ago proved its worth for marine uses. Now it's only a question of where its weight-saving, corrosion-resisting and upkeep-reducing abilities can be used to best advantage. Look for aluminum in the boats and equipment you buy. ALUMINUM COMPANY OF AMERICA, 1833 Gulf Building, Pittsburgh 19, Pennsylvania.

This 13-foot canoe, built of Alcoa Aluminum by Grumman Aircraft Engineering Corporation, weighs only 38½ pounds.

ALCOA FIRST IN ALUMINUM

ALCOA

SEE THE 1946 LINE OF

Ideal

DOLLS

ROOMS 412 - 414 - 416

MAKE IDEAL YOUR HEADQUARTERS FOR DOLLS, STUFFED TOYS, PLASTIC TOYS AND RUBBER TOYS.

Magic Skin
DOLL

Back Again!
IDEAL'S PLASTIC SENSATION

IDEAL NOVELTY & TOY COMPANY
200 FIFTH AVENUE
NEW YORK 10, N. Y.

SEE THE 1946 LINE OF

Ideal

STUFFED TOYS

ROOMS 412 - 414 - 416

MAKE IDEAL YOUR HEADQUARTERS FOR DOLLS, STUFFED TOYS, PLASTIC TOYS AND RUBBER TOYS.

WALTER LANTZ'S

OSWALD

THE RABBIT WITH THE *Magic Skin* HANDS

IDEAL NOVELTY & TOY COMPANY

200 FIFTH AVENUE

NEW YORK 10, N. Y.

SEE THE 1946 LINE OF

Ideal

PLASTIC TOYS

ROOMS 412 - 414 - 416

MAKE IDEAL YOUR HEADQUARTERS FOR DOLLS, STUFFED TOYS, PLASTIC TOYS AND RUBBER TOYS.

Plastic Six Shooter

IDEAL'S "HOT-SHOT" FOR 1946. ALREADY THE TALK OF THE INDUSTRY!

IDEAL NOVELTY & TOY COMPANY

200 FIFTH AVENUE

NEW YORK 10, N. Y.

HERE IT IS
THE CRUISER YOU ARE LOOKING FOR

— INTRODUCING —

IMPERIAL PLEASURE CRAFT

The "IMPERIAL" 28'-0"

ENGINEERED FOR SAFETY AND COMFORT!

Yes, this streamlined, speedy, rugged 28'-0" Super Deluxe raised deck cruiser is new, proved, and practical, and within your means. Speed up to 18 MPH with a maximum of comfort.

32'-0" and 36'-0" Imperial models will soon be coming off the production lines.

IMPERIAL CRUISERS

For further data and delivery details write to Cruiser Division.

IMPERIAL LIFEBOAT & DAVIT CO., INC.

ATHENS (ON THE HUDSON) NEW YORK

Meet . . . Our Gay Muchacha

The lovable, deliciously cuddlesome little lady straight from gay Mexico! From the tip of her jaunty sombrero to the tip of her exquisite flowered dancing skirt . . she's a charming representative of the Good Neighbor policy . . . bound to thrill the young in heart.

CREATED BY Mollye

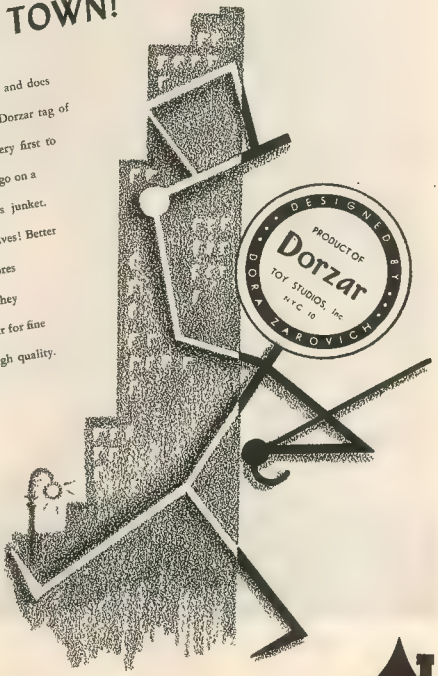
INTERNATIONAL DOLL CO. • 1134 S. CECIL STREET, PHILADELPHIA, PA.

SALES OFFICES

Denckla Building, 11th and Market Streets, Phila., Pa., Room 508 • Hotel New Yorker, New York, N. Y.

THE TAG THAT WENT TO TOWN!

This is the tag that goes places and does things. For toys bearing the Dorzar tag of quality, are among the very first to take off from their shelves and go on a successful sky-rocketing sales junket. Toys tagged Dorzar sell themselves! Better department and specialty stores everywhere know that they can continue to look to Dorzar for fine craftsmanship and consistently high quality.



Write or wire your last-minute Christmas requirements!

Dorzar Toy Studios, Inc.

352 FOURTH AVENUE *(at 25th Street)* NEW YORK 10, N. Y.

SALES SENSATION...

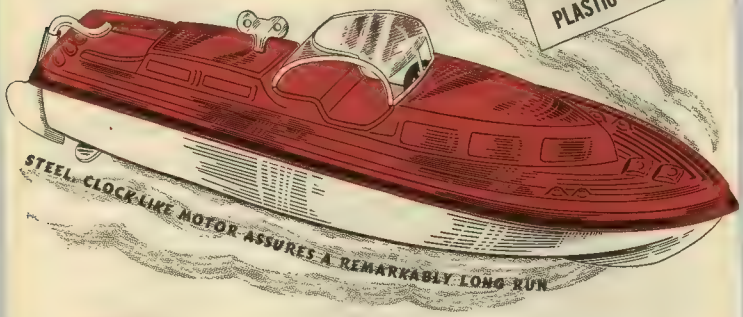
MECHANICAL MOTOR BOAT

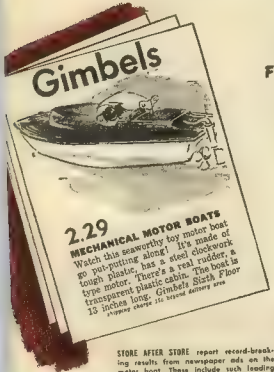
ANOTHER HIT IN . . .

IRWIN

Non-Flam

PLASTIC PLAYTHINGS




Gimbels
2.29
MECHANICAL MOTOR BOATS
Watch this seaworthy toy motor boat go put-putting along! It's made of tough plastic, has a real clockwork type motor. There's a real rudder, a transparent plastic cabin. The boat is 15 inches long. Gimbels Sixth Floor
(Shipping charge 25c beyond delivery area

STORE AFTER STORE report record-breaking results from newspaper ads on the motor boat. These include such leading stores as Gimbels IN Y., Philo., Milwaukee., Pitts.), Abraham Straus, Marshall Field, J. L. Hudson . . . and many others.

BIG VOLUME ITEMS

FOR HOLIDAYS & NEXT SPRING!

The two new Irwin creations shown here are destined for top volume in toy sales for Christmas and the coming Spring Season. The motor-boat above is just about the finest mechanical toy of its type . . . big, strong and handsome in its smart streamlines. Made of special, durable plastic with transparent cabin and steering wheel. Real rudder is adjustable so that boat can speed in 5 different directions. Beautifully finished in nautical red and white; no rough edges. And it's a big ship—13" long. . . .

At Right — Plastic Sailboat (no motor) Steering rudder has 5-direction control. Plastic Hull and Sail. Metal Keel. Size 10½" long x 18" high. To retail at about $1.29

IRWIN CORPORATION

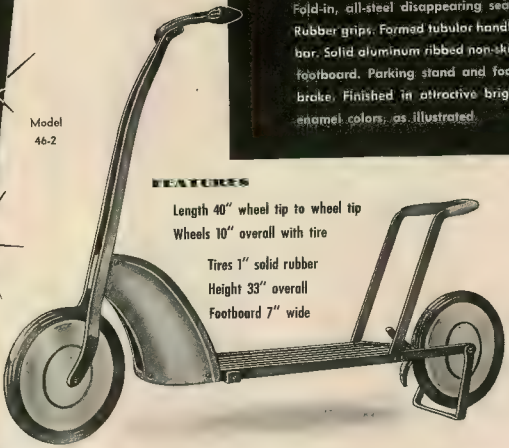
OFFICES—27 WEST 20th STREET.....NEW YORK, N. Y.
SHOWROOMS—200 FIFTH AVENUE, NEW YORK.....ROOM 651
PLANTS—FITCHBURG and LEOMINSTER, MASS. . . . KEENE, N. H.

TODAY'S PRECISION

Performs a Miracle

Heavy steel, sturdily constructed. 10" overall Disc wheels with 1" solid rubber tires. Self-lubricating, oilless, lifetime easy rolling bronze bearings. Fold-in, all-steel disappearing seat. Rubber grips. Formed tubular handle bar. Solid aluminum ribbed non-skid footboard. Parking stand and foot-brake. Finished in attractive bright enamel colors, as illustrated.

Model 46-2



FEATURES

Length 40" wheel tip to wheel tip
Wheels 10" overall with tire
Tires 1" solid rubber
Height 33" overall
Footboard 7" wide

Packed one per carton • Shipping Weight 18 lbs. • Prices F.O.B. Jamestown, N. Y.

Sales Office • Showrooms

JAMESTOWN
SPECIALTY MFG. CO., INC.
Subsidiary of Craft Steel Products, Inc.
JAMESTOWN, NEW YORK

HENRY KATZ
200 FIFTH AVENUE
Room 340
GRAMERCY 5-5149 NEW YORK 10, N. Y.

THE NEW INDESTRUCTIBLE FREE-WHEELING

PLASTIC SPINNING TOP

Whirl-E-Gig

TRADE MARK

This fast moving, quick selling, profit pulling WHIRL-E-GIG comes in many brilliant colors...packed 1 doz. assorted colors to carton. Carton, as shown above, is designed for effective counter display.

INDESTRUCTIBLE

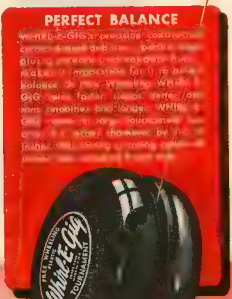
Made of one of the hardest thermo setting plastics known, it can never chip, warp, crack or break. Sun, heat and moisture do not effect it.

PERMANENT COLOR

The brilliant color goes all the way through... there is no paint to scratch or chip off. The highly polished finish on each WHIRL-E-GIG is always the same and holds its lustre permanently.

Samples sent on request

PERFECT BALANCE



ACTUAL SIZE

JAMES L. DECKER PRODUCTS COMPANY

P. O. Box 1092 — 445 No. Canon Drive

Beverly Hills, California

Jim Prentice NEW ELECTRIC Games

BALL ACTUALLY MOVES IN PLAY
ELECTRIC BASEBALL
LAMPS LIGHT TO SHOW PLAY
UMPIRE RULES ON GROUND BALLS "SAFE OR OUT"
BATTER SWINGS "A HIT OR OUT"

Now ... exciting new features

The most realistic Baseball Game ever made—

perfect for Spring promotion as well as for holiday sale.

Also, Electric Football and Electric Bowling—backed by the largest national advertising campaign in history.

NOW ON DISPLAY AT
MONROE OSTEN, 200 FIFTH AVE., NEW YORK
WILLIAM E. COLLIN, LOS ANGELES
SAMUEL CANN, BALTIMORE

THE ELECTRIC GAME CO., INC., HOLYOKE, MASSACHUSETTS

Headquarters for "Jack-in-Box" and "Jump-up" Toys

Room 810—HOTEL McALPIN, March 11th to 23rd, 1946

"The Old Woman Who Lived in a Shoe"
—a six room house with a family of "jump-up" dolls.
"Nosey"—
his nose actually grows.
"De Luxe Jack-in-Box"
with hat that talks.
"The Three Bears"
—mama, papa and baby bear in their own house and forest.
"Standard Jack-in-Box"
priced low for volume sales.
Jonthuy
166 DUANE STREET
NEW YORK 13, N. Y.
Toys designed by MARTHA NEW

SIFO *presents*

THE SENSATIONAL NEW ALPHABET PUZZLES!

SIFO presents another addition to their ever-growing family of famous wood inset puzzles. Designed by educators, these puzzles fill a primary educational need. The clever characters and subjects will hold the child's interest for hours . . . will teach the youngster to understand art, color combination, quickness of movement, reading and social science. They give the slow learner a job he can do successfully and help the bright child to further learning.

Be among the first to carry and display SIFO's sensational, new ALPHABET PUZZLES . . . ORDER YOUR SUPPLY TODAY . . . IMMEDIATE DELIVERY ON ALL ORDERS.

NOTE: All SIFO puzzles are 9" x 12" . . . packed attractively in individual boxes . . . individually wrapped in CELLOPHANE . . . for cleanliness . . . easy display . . . easy handling . . . easy selling . . . and there is no loss of parts.

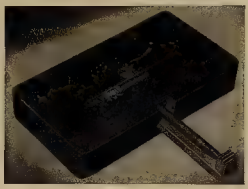
AMUSING RAPE

40 DIFFERENT SUBJECTS BACKGROUNDS WON'T FADE OR WASH OFF COLORFUL

*Patent Pending

Sifo NOVELTY COMPANY • **353 Rosabel Street, SAINT PAUL 1, MINN.**

SELECTA CRAYON KIT



and SKETCH BOOK

SELECTA is new, different, exciting. Contains 8 colored crayons, with visual color selector. Only one crayon can be removed at a time, and must be replaced before another can be taken out.

SELECTA teaches neatness. Affords endless pleasure for children, keeps crayons in the beautiful, substantial tricky wooden box instead of all over the house.

SELECTA, complete with sketch book, is the ideal gift for children.

ORDER SAMPLES TODAY

Suggested retail price, $1.98. Sample orders to dealers, $1.50 each, prepaid.

SELECTA TOY & NOVELTY CO.
BOOK TOWER, DETROIT 26, MICH.

A TRUE-TO-SCALE TOY WILLYS JEEP

ALL ALUMINUM — HAND CAST

Sturdy cast aluminum . . . practically indestructible. Built to scale . . . finished like a Jeep . . . looks like a Jeep. The name "WILLYS" is cast in the radiator grille and "JEEP" in the windshield frame. Size: 10¼" long, 5⅛" wide, 5¼" high. Body and chassis finished in Autumn brown; red wheels; black rubber tires. A good all year 'round seller.

JOSEPH SHAW COMPANY
MANUFACTURERS
TOLEDO 6, OHIO

#106

#106C

#100B

All In Favor—Say "AYE" Unanimously Carried! And Why Not?

These Grand Little Character

GLOVE DOLLS

Are Favorites With Everyone. Few Toys Have More Universal Appeal,
And They Sell Freely Throughout The Entire Year.

And in Addition to Our Regular Line of COMPOSITION DOLLS
We Are Proud to Present an Outstanding Line of
BABY DOLLS

"Ardsley" *Just about the Finest in Quality*

TOY FAIR DISPLAY ROOM 860 HOTEL McALPIN

I. B. WOLFSET & COMPANY

Office and Showroom
27 EAST 22nd STREET
NEW YORK, N. Y.

#101

#105P

#100M

TERRIFIC TOY SENSATION!

...and a tremendous
VOLUME and
PROFIT BUILDER

JOYCE

TEACH-A-TUNE
Trade Mark

BABY'S GRAND
15-KEY TOY PIANO

SONG SHEET INCLUDED!

IVORY OR RED FINISH . . .
Approx. size
12" wide
13" long
5½" high overall

$30.00 DOZEN
OPA APPROVED

A fascinating, educational toy that sells on sight. One of the hottest numbers on the sales hit parade! Plan on featuring it NOW for profitable year-round repeat business. *Act quick—order today!*

READ THESE STRIKING FEATURES

- The TEACH-A-TUNE contains an all metal chromatically tuned harp. Constructed to prevent side play. Keyboard perfectly aligned.
- All cabinet work beautifully hand finished: rounded corners. All joints glue-sealed . . . literally pry-proof!
- Top and sides made of high quality plywood, hand finished to take lovely high gloss hard finish lacquer.
- All hinge work reinforced with double cloth-lined material for extra sturdiness. Piano mounted on 3 stout fit-in legs—no sharp metal exposed.
- Smartly designed, colorful decal on top. Name "Baby's Grand" is lettered in gold on the slanting front drop just above keyboard.

NOTE: Keyboards are lettered to correspond to the song sheet. Any child who knows the ABC's can thus learn to play simple tunes on the TEACH-A-TUNE. This powerful educational feature will appeal enormously to parents and kiddies alike!

ON DISPLAY AT THE HOTEL IMPERIAL
DURING THE TOY FAIR

IMMEDIATE DELIVERY..
Order Today!

JOYCE MANUFACTURING COMPANY, Inc.
S. E. CORNER 23rd ST. and UNION AVE. - CHICAGO 16, ILL.

FULL OF ACTION!

A best seller since its innovation, this remarkable achievement in playthings is action-packed for profits.

"HAPPO" rolls his eyes, moves his tongue . . . His hat twirls! The little ball circles his hat! Just pull him by the cord attached and he begins these merry capers.

Constructed of plastic and brightly multi-colored, "HAPPO" is washable too!

Another CINDERELLA MFG. CO. best-seller!

KAMKAP, INC.

200 FIFTH AVE., NEW YORK

"IT'S KEYSTONE PREFERRED"

"RIDE 'EM" STEEL TOYS
(REGISTERED U. S. PATENT OFFICE)
SAIL BOATS
TOY MOVIE PROJECTORS
DOLL HOUSES
BOWLING ALLEYS
MECHANICAL TOYS

ROOM 442—FIFTH AVENUE BUILDING, NEW YORK

KEYSTONE MFG. CO.
151 HALLET STREET BOSTON, MASS.

MEET OUR NEW ARRIVALS

These imported "EROS" originals have all the fine craftmanship for which Italian dolls are famous. Daintily and colorfully dressed in the native costumes of 12 nations, these beautiful dolls which stand by themselves are available in any assortment in two sizes—
8 inches Tall in a case of 6 each, 12 to a case — $18 a dozen
10 inches Tall in a case of 4 each, 8 to a case — $18 a dozen
Send for our catalog of Toy Triumphs!

PAGE & BLAND
TRIUMPHS IN TOYS
225 FIFTH AVENUE NEW YORK CITY

THE NEW ALL METAL

2 IN 1 SKOOT-KAR

Famed as the Outstanding
Post-War Wheel Toy Hit!

On Display at The Toy Market Room 1417-18 Merchandise Mart Effendis

It looks different and IS different. The only vehicle with all the features of a coaster wagon plus the fun of a scooter.

PATNER PRODUCTS CORP.
7 So. Dearborn St. Chicago 3, Ill.

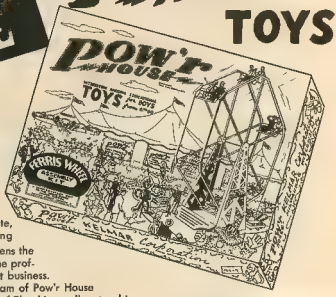
Here it is!

...the first of the series of supplementary

Pow'r House TOYS

SERIES 150

ALL STEEL FERRIS WHEEL



The Ferris Wheel is another Pow'r House Assembly Kit, packed in a colorful, eye-catching litho designed package, styled for quick, easy, profitable selling. Pow'r House Assembly Kits open an exciting new world to juveniles with the urge to build, tinker, create, and make things "go". Every Kit packs a real selling punch and opens the way for volume profits and repeat business. A steady stream of Pow'r House Assembly Kits of Playthings, all motor driven with Pow'r House Motors, is the Kelmar production plan for merchandisers of toys.

The New Pow'r House Junior Motor and Transformer

Model 100-2, at the new low price of $6.95 offers tremendous profit possibilities through increased volume.

This kit replaces Model, 100-1 which retailed at the O.P.A. approved price of $8.95. The $6.95 price is made possible through savings effected on materials, operations and other efficiencies combined with increased production.

Same quality, perfected packing, more brilliant colors and a few slight changes including a simplified instruction book.

Meet the Pent-up demand for metal toys by featuring Pow'r House. Steady, profitable, all year 'round business.

CONSULT YOUR NEAREST JOBBER OR DISTRIBUTOR

WE'LL SEE YOU AT THE TOY FAIR

KELMAR *Corporation*

WISCONSIN TOWER • MILWAUKEE 3, WISCONSIN

POW'R HOUSE FOLLOW-UP PLAN
FOR YEAR-ROUND SALES AND PROFITS!

KELMAR Corporation
EXECUTIVE OFFICES: WISCONSIN TOWER — FACTORY: 2413 S. 37th ST.
MILWAUKEE 4, WISCONSIN

CONTINUED CONTACT WITH PURCHASER

Dear Fellow Engineer:

Welcome into the JUNIOR POW'R HOUSE ENGINEERING SOCIETY!

Once in a group of whom only those who have successfully assembled their JUNIOR MOTOR, are entitled to membership. We are happy indeed, to add your name to our roster

For your excellent effort in assembling the POW'R HOUSE MOTOR, we enclose your Merit Award and membership button. You will want to show it around to your pals to prove your engineering progress. Be sure to see your hobby or playthings drop in to visit your POW'R HOUSE dealer or your department store toy section. You will find POW'R HOUSE dealers friendly and anxious to take a personal interest in your engineering effort. They will show you without obligation, the new POW'R HOUSE PLAYTHING ASSEMBLY KITS as they arrive for your approval.

The all steel POW'R HOUSE FERRIS WHEEL which can be power driven with your JUNIOR MOTOR, is a unit Number Two... an easy to assemble kit. Be sure you see it in action. The ride is indeed a beautiful sight, when assembled

Your POW'R HOUSE dealer will be glad to show it to you. Get to know him better.

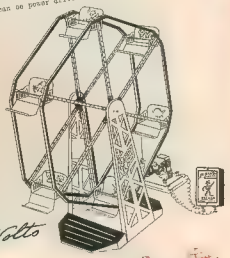
Remember all of the POW'R HOUSE supplementary playthings can be powered and driven with your JUNIOR MOTOR and TRANSFORMER

Watch for the new POW'R HOUSE assembly kits to follow...that's Number Three which will be the AIRPLANE SWING! So that you may combine this fascinating and educational hobby of building your own playthings.

Yours for a carnival of fun.

KELMAR CORPORATION

Watts 'N Volts

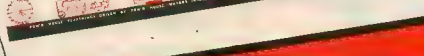


This letter goes out to every youngster who qualifies for MERIT AWARD and MEMBERSHIP BUTTONS.

NEW POW'R HOUSE JUNIOR MOTOR AND TRANSFORMER

Model 100-2, at the new low price of $6.95 replaces the former 100-1 which retailed at $8.95. Production efficiency as and other savings make this lower price possible. Quality, performance are exactly the same

retail price
$6.95


POWER TOOLS · SCIENTIFICALLY DESIGNED BY POW'R HOUSE ENGINEERS INCLUDE: TRUING AND BEVEL GEARED, STRONG, POWERFUL, LIGHTWEIGHT, HARDENED STEEL GEARS

A HIGHLY PROFITABLE LINE . . . WITH REPEAT BUSINESS ASSURED

You want to feature lines that offer high profits, quick sales and repeat business. No other toy line meets these requirements as completely as Pow'r House. For volume NOW . . . for continuing sales ALL THROUGH THE YEAR . . . Pow'r House offers the best in America today!

CONSULT YOUR JOBBER OR DISTRIBUTOR NOW!

KELMAR *Corporation*

WISCONSIN TOWER • MILWAUKEE 3, WIS.

Permanent display
At the TOY FAIR
See ARTHUR FREY
Room 307
200 Fifth Ave.
New York

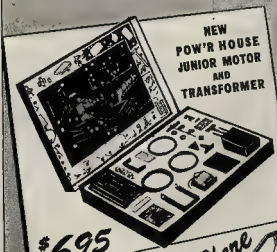
★ A *Hit* at the New York Toy Fair!

★ A Sensation All Over America!

POW'r HOUSE

PLAYTHING ASSEMBLY KITS

for HIGH PROFIT!
REPEAT SALES!
YEAR-ROUND BUSINESS!



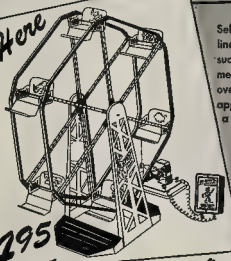
NEW POW'R HOUSE JUNIOR MOTOR AND TRANSFORMER

$6.95

Model 100-2, at the new low price of $6.95, includes everything required to assemble the motor and transformer, along with complete instruction book.

Seldom has the coming of a new line into the plaything field created such a furor. Seldom has any item met with such instantaneous and overwhelming success. Here is "boy appeal" at its height! Here is a steady flow of repeat sales, as each new supplementary Pow'r House toy is introduced! Here is steady, year-round business and high profit!

It's Here



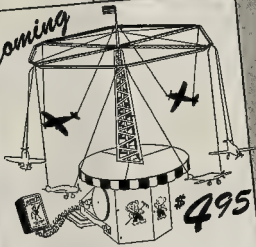
$4.95

Series 150 All Steel FERRIS WHEEL

The second in the Pow'r House series is the Assembly Kit for the colorful Ferris Wheel, to be driven by the Pow'r House Junior Motor.

Each Pow'r House Kit is handsomely packaged in a colorful, eye-catching, litho designed box. They ATTRACT . . . and they SELL!

Coming



$4.95

AIRPLANE WHIRL

soon to make its debut in the Pow'r House line. Then will come others in rapid succession — Merry-go-round, Caterpillar, and many other playthings, all to be powered by the Pow'r House Junior Motor. Each new addition to the line, as it appears, will mean repeat business and additional profits!

Join the ever-growing multitude of Pow'r House dealers who are cashing in on the unprecedented pent-up demand. Pow'r House has tremendous business-building potentialities for YOU. It's a line to investigate at *once*! A line to *feature*! A line to *make money on*!

CONSULT YOUR JOBBER OR DISTRIBUTOR

KELMAR *Corporation*
WISCONSIN TOWER
MILWAUKEE 3, WISCONSIN

JOBBERS! *Investigate this Money Maker Today!*

TWO NEW ACTION TOYS!

Sensational Companions of

SEA BATTLE

CANNON SHOOTS — TANK BLOWS UP

Clark Manufacturing Company offers sales appeal and profit incentive in these new Kentline creations. These are in addition to the now popular, fast selling Sea Battle. Thrills galore for every youngster — adults will be amazed at the play value of these real action toys. Immediate delivery on all three sets. Write, wire or phone.

SUB SHOOTS — CARRIER BLOWS UP

On Display at the New York Toy Fair - March 1-23

CHAS. H. CARROLL • 200 FIFTH AVENUE • NEW YORK

CLARK MANUFACTURING CO.

KENTLINE TOY DIVISION

3707 N. RICHARDS ST. MILWAUKEE 12, WIS.

New Stars in TOYS

Jr. Photography Kit

A complete kit for teaching youngsters how to take photographs, develop the negatives and print the finished pictures. Includes camera, film, developer, fixer, printing paper and complete instructions.

Visit Our Toy Fair Display

Flying Rocket Plane

Press the plunger! The Rocket Plane sails through the air to the target representing the heavens. A fascinating mechanical toy.

Tight Rope Walking Doll

A doll that actually walks a tight rope from one end of the room to another. An innovation in toys.

Mechanical Animals

Zebra, horse, giraffe, camel, dog, and fawn — all of which say, "Yes" and "No", wag their tails, sit down and stand up, and go through many other maneuvers. Activated by a slight push of a button

Cincinnati TOY MANUFACTURING CO.

PUGH BLDG. 400 PIKE ST. CINCINNATI · OHIO

"America's Premier Line of Stuffed Toys"

The Amazing Bobbins

WITH NEW AND NOVEL ADDITIONS

Cordially Invite You

TO VISIT THEM AT THE

NEW YORK TOY FAIR

ROOM 207 • HOTEL BRESLIN

MARCH 11 — MARCH 23

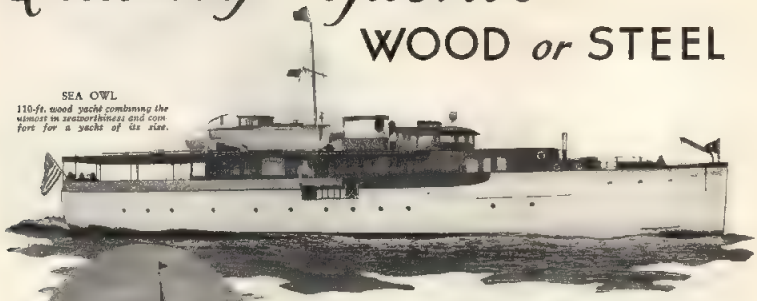
L. A. GOODMAN MFG. CO.

131-145 W. 63rd ST. • CHICAGO 21, ILLINOIS

Quality Yachts

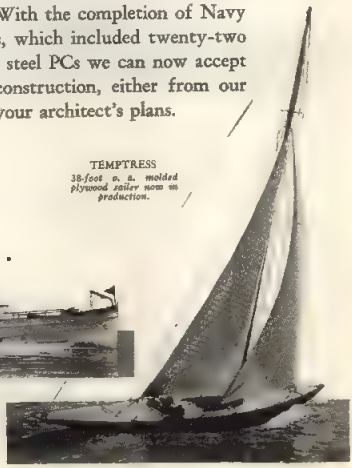
WOOD *or* STEEL

SEA OWL
110-ft. wood yacht combining the utmost in seaworthiness and comfort for a yacht of its size.



LUDERS offers the discriminating yachtsman unexcelled facilities for building custom yachts, wood or steel, sail or power, backed by 37 years' experience in designing and building yachts of distinction for prominent owners. With the completion of Navy contracts, which included twenty-two 175-foot steel PCs we can now accept private construction, either from our own or your architect's plans.

TEMPTRESS
38-foot o. a. molded plywood sailer now in production.



BONNIE DUNDEE
An outstanding 85-foot motor sailer. Designed and built for the late Chford B. Mallory.

DORAMAR
112-foot steel yacht built for Mr. W. G McCullough

It will be a pleasure to consult with you or your architect on the construction of your new yacht.

Luders Marine Construction Co. Stamford, Conn.

DESIGNERS AND BUILDERS

Santa Claus visits the Toy Dealer

with a sensational profit maker for Xmas selling

To retail at $4.95* exclusive of bulb

*Slightly higher West of Rockies

The MAGNA-VUE Electric PROJECTOR

Here's a wonderful gift item for your toy department... The MAGNA-VUE ...a real projector that is priced like a toy for popular selling! It has been selling like a Christmas item every month of the year. When you see how parents buy up this wonderful educational toy for their children, you'll agree that Santa Claus has truly visited your store!

The MAGNA-VUE projects and enlarges clippings, coins, stamps, photographs, biological, botanical and scientific specimens, etc. up to 2 feet in diameter. Makes drawing easy. Every detail is legibly shown in actual color. 7½" high, 10" wide, 4½" deep. Optically ground and polished lenses. Takes any 100-watt electric bulb. Complete with 8-foot cord, plug, comic sheet material for projection, and instruction booklet. Individually boxed. 12 to a shipping carton, weighing approximately 30 lbs.

SEE THE MAGNA-VUE at our permanent sales offices Room 336 200 Fifth Ave.

Don't delay! Order now for your full share of holiday profits.

Widely publicized. Dealer helps are available so that you can tie in and cash in!

MAGNA-VUE Company
243 EAST 23rd STREET, NEW YORK 10, N. Y.

a subsidiary of Charles Beseler Co., manufacturers of scientific still projectors since 1869

"Tops" AS A Christmas Seller

Smart toy buyers from coast to coast are featuring Model-Craft sets.

Nationally advertised . . . better known . . . the best value, Model-Craft sets range in price from $1 to $3.

FREE DISPLAY UNIT

Display as pictured above is available free with each order

On Display At Our New York Office
Suite 430 — 200 Fifth Ave. Bldg.
Gordon Wolkenberg - Bob Freedman

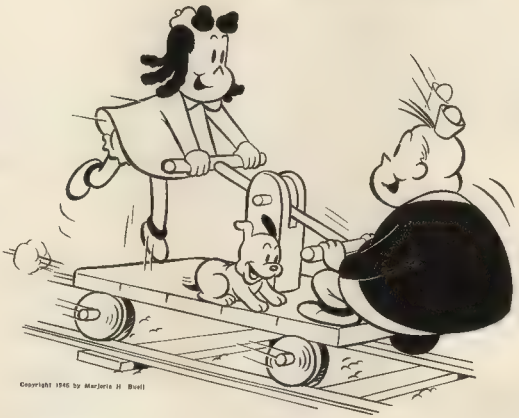
• First in Sales
• First in Demand
• Nationally Advertised

MODEL-CRAFT • INCORPORATED
521 W. MONROE STREET • CHICAGO 6, ILLINOIS

Speed Your Product Sales

with

LITTLE LULU



MANUFACTURERS— Tie-up your new items for 1947 with LITTLE LULU
—Newest character sensation—Apply for exclusive license agreement now!

LITTLE LULU stars in 8 animated cartoons each year released by Paramount.

WILLIAM C. ERSKINE
Copyright Merchandising
9 ROCKEFELLER PLAZA
NEW YORK 20, N. Y. • CIRCLE 5-9072

LITTLE LULU appears in national advertising in leading magazines and newspapers.

JOSEPH J. BARNETT

NOW REPRESENTING:

Exclusive And Distinctive Lines Of Metal Toys And Games

Permanent Display Room 553

A cordial invitation is extended to my many friends to call at my twin exhibits during the Toy Fair.

200 FIFTH AVENUE, NEW YORK 10

Telephone: GR. 3-3679

Temporary Display Room 214

"Ride A Volume Sales Horse"

DANCING DOBBIN!

—A FAST STEPPING, PRANCING, DANCING, JIGGING HORSE

Brilliantly colored and finished with rayon flock.

Individually packed in eye-appeal display package.

Pep and action—fun for all.

OPA Approved Prices

JOBBERS and Dealers Write for illustrated catalog of complete line. Immediate deliveries on Dancing Seat, Junior and Midget Stilts, Combination Table-Blackboard, Juvenile Sets and Flyaway Swings.

Wholesale Division Dept. P-1

JAEGER MFG. CO., INC.

8th - Vine Sts., Des Moines, Iowa

Manufacturers' Agents—Write Us

1946 SHOWING of DOLLS and PLUSH ANIMALS

By *"MAYFAIR"*

IF YOU ARE UNABLE TO VISIT OUR SHOW ROOMS — SAMPLES WILL BE SENT ON REQUEST.

MAYFAIR MERCHANDISE CO.

Distributors of

"WAYNE PRODUCTS"

16 West 23rd Street, New York, N. Y.

HARRY HYMAN

Textile Building

99 CHAUNCY ST.

BOSTON 11, MASS.

Tinsel-Ribbons, Tinsel-Rayon Cords, Silk, Satin, Rayon Gift Tye Ribbons, Narrow Fabrics, Jingle Bells, Holiday Decorations.

Display:

NEW YORK TOY FAIR

HOTEL McALPIN

March 11th to 23rd

Mayfair's Miniature Doll Department

Presents

BIRTHSTONE DOLLS

5" HIGH — 12 TO SET

The lovely doll in the costume of her birth month wearing her own birthstone and accompanied by the horoscope verses.

FOLK SONG DOLLS

5" HIGH — 12 TO SET

Dolls with Folk Songs of 12 different nations, each appropriately and beautifully dressed.

SWEETHEART CLUB

7" HIGH — 5 TO SET

A membership card in the Sweetheart Club included in every box. The dolls are real sweethearts.

BRIDAL PARTY

7" HIGH — 5 TO SET

Bride and bridesmaids exquisitely gowned.

Every doll is packed with our exclusive Secure-A-Doll (Pat. Applied For) stand; with it the doll will not fall.

Now available—Conical Transparent Plastic (Cellulose Acetate) Covers to keep your doll free of dust.

Mayfair's Full Sized Doll Department

Presents

A NEW ULTRA-SALEABLE LINE OF

Baby Dolls · Girl Dolls · Bride Dolls

SIZES 13" TO 24"

All with moving eyes and all with the highly styled costuming with which we have become identified.

Mayfair Doll
AND TOY COMPANY, INC.

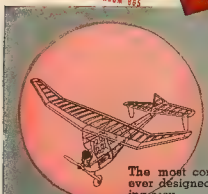
Exec. Office: **179 WOOSTER STREET, N. Y. 12** • Showroom: 200 Fifth Ave. Rm. 405

STARK'S · 509 So. State St. · Chicago 5, Ill.

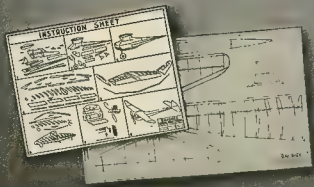
Another ENGINEERING Triumph by MEGOW

The BANSHEE
Capable of extremely fast climb, flat glides and perfect control. Many features that experts will quickly acclaim . . . X-type structure—finished propeller—the new Megow Battery holder. For class A or B engines. Wingspan 50 inches.

SEE THE MEGOW EXHIBIT AT THE NEW YORK TOY FAIR. HOTEL MC ALPIN ROOM 855



The most complete model plans ever designed for making building easy.
1. Step-by-step Instruction Sheet
2. Master Plan Sheet for accuracy in assembly.



BANSHEE

GAS MODEL $6.95 RETAIL

A new Megow Profit-Maker for the dealer soon to appear in national advertising. A kit with a quality standard that over-rides anything heretofore known in model engineering and materials. A model with new style accurate and simple plans that make it easy to build. Designed by Leon Shulman and engineered by Megow. New style container (see illustration above) that displays the contents at a glance . . . *easy to show and sell.* Packed 12 boxed kits to the carton.

Be ready when it is announced. Get your orders in today!

PRODUCED BY THE MEGOW CORPORATION

PHILADELPHIA 22, PA.

HOBBYCRAFT Dealer

FEBRUARY 1948

A SECTION OF PLAYTHINGS: McCready Publishing Co., 71 W. 23rd St., New York 10, N. Y.

RIGHT OUT OF THE HEADLINES . . .

The Plane That's Bringing Soldiers Home!

TESTORS FIRST PEACETIME SOLID SCALE MODEL KIT

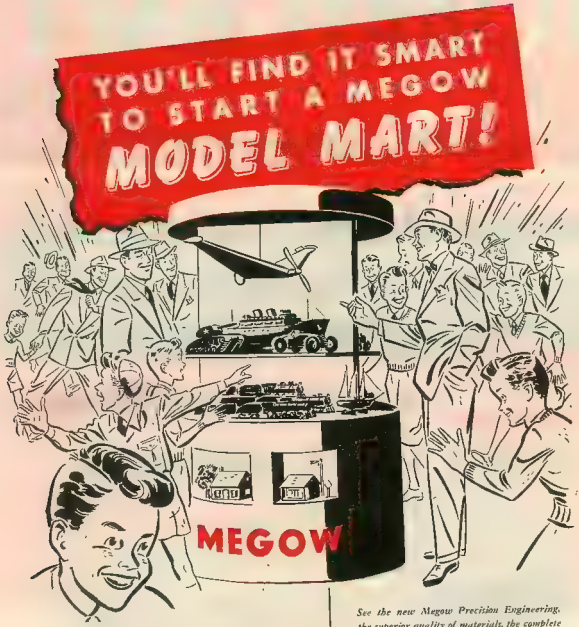
$2.50

COMPLETE WITH TESTOR'S SENSATIONAL NEW FINISHING MATERIALS

Here it is! Testor's outstanding new solid scale model of the C-54 Skymaster Transport . . . the plane that's a smash hit in today's headlines and will be a sure-fire money-maker for you! Kit contains fully shaped wood parts, clear-plastic discs for propellors, sandpaper, cement, filler, printed trim and insignia, photographically illustrated instructions and assembly drawings . . . *is complete with Testor's sensational new finishing materials* — sanding sealer, aluminum dope, and gloss topcoat! We sincerely believe this C-54 kit is one of the finest values in the entire model field. Order today . . . feature this timely, history-making plane for volume sales and profits!

TESTOR CHEMICAL COMPANY • ROCKFORD, ILLINOIS

500 FIFTH AVENUE, NEW YORK CITY • MERCHANDISE MART, CHICAGO



There's a whale of a difference between the dealer who merely keeps a few model kits on a shelf and the dealer who maintains a *real* stock of Megow Kits and accessories . . . and *that* difference is measured in PROFITS!

That opportunity is bigger today than ever before because of the NEW 1946 MEGOW PLAN for getting the business—and swinging the profits *your* way! It's really something BIG and you ought to wire us today for the full details!

Be sure to see MEGOW at the NEW YORK TOY FAIR Room 865, Hotel McAlpin

See the new Megow Precision Engineering, the superior quality of materials, the complete and accurate assembly, the clearer-than-ever instructions and the colorful new packaging that makes selling quick and easy.

ENGINEERED BY THE MEGOW CORPORATION

PHILADELPHIA 22, PA.

Stepping Out Party for
MELODY DOLLS
heading for "High Sales" Society

24 Glamour-Gowned miniature dolls . . heart- throbs all. The gayest "Buy Me" dolls you've ever seen.

They're New . . . Fresh . . . Cute . . .

. . . full 7" tip to toe

. . . gorgeous silky hair wigs

. . . luxuriously, fully dressed

● "What a sales flirtatious line!!!" That's what you'll say when you see the all New 100% complete Melody Doll line. 24 Lovely Little Lady Dolls . . . each with a different, tantalizing, "I want you" provoking look in their eyes.

● Discriminatingly made to sell on sight. See them and you'll agree they're headed for "high sales" society. Buy them. Try them and you'll know they're the NEW sales hit of the doll trade.

TOY BUYERS . . . Stock this fast-selling 100% complete personality line of miniature dolls for your doll-collector and doll-loving trade. "Sell on Sight" Melody Dolls come individually and attractively boxed.

For Full Information, Write, Wire or Phone House of Dolls

Be sure to see our display at the
AMERICAN TOY FAIR
Room 334, Hotel Breslin
New York City
MARCH 11th through 23rd

The House of Dolls

528 W. VAN BUREN STREET **CHICAGO 7, ILLINOIS**

Yes,

the demand for

"METAL WARE'S"

Famous **EMPIRE**

Educational and

Housekeeping Toys

is still greater than

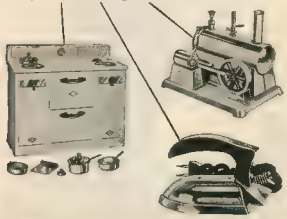
we can supply

But . . . . .

"METAL WARE'S"

1947 PRODUCTION

will be greatly expanded, as a result of additions to our plant and facilities. New products and improvements will make the 1947 line of "EMPIRE" and "Little Lady" Toys the talk of the industry. You'll want to see the popularly priced, fast-selling new "METAL WARE" Line!



THE METAL WARE CORPORATION

TWO RIVERS WISCONSIN

ANCIENT

GOES MODERN

PLASTIC CHESSMEN by GITS

- Authentic Staunton Pattern.
- Felted and Weighted for Balance.
- Smooth, Pleasant to Touch.
- Beautiful Permanent Colors.
- Attractively Boxed for Ready Volume Sales.
- Booklet Included—"How to Play Chess."
- Approved by the U. S. Chess Federation.

No. 500—2½" King—Ivory and Black, not weighted or felted—retails $1.25.
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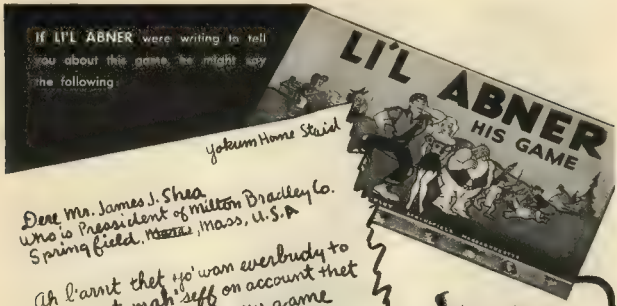
If LI'L ABNER were writing to tell you about this game, he might say the following:
LI'L ABNER
HIS GAME
Yokum Home Stead
Dear Mr. James J. Shea
who is Presssident of milton Bradley Co.
Springfield, Mass, U.S.A
Ah l'arnt thet yo' wan everbudy to no about mah self on account thet yo' new a wunderfull new game namely, Li'l Abner. His game is game
The game is puffick – very hoomerous. It's mo' eggcitin' th'n Sadie Hawkin's Day – wich is plenty eggcitin' – nuff said
Respect-tably yo's
Li'l Abner
writ by hand
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Everybody knows Al Capp's famous cartoon character who gets mixed up with Daisy Mae, Wanda Meatball, Sadie Hawkins and other Dogpatch friends.

LI'L ABNER is sure-fire. It is played on a lithographed "Dogpatch-style" board. Four plastic playing pieces represent LI'L ABNER.

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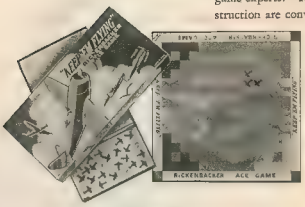

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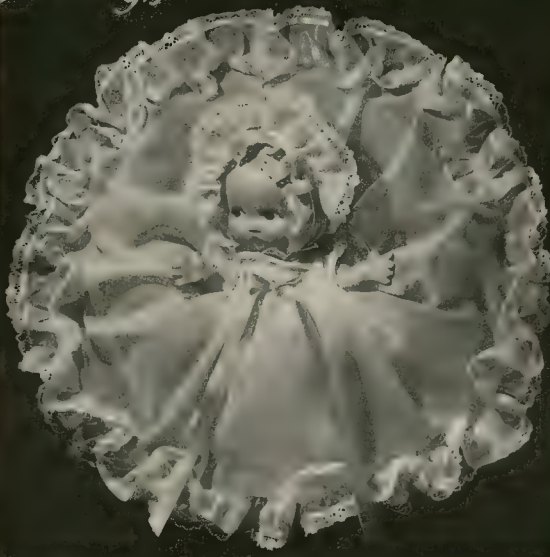

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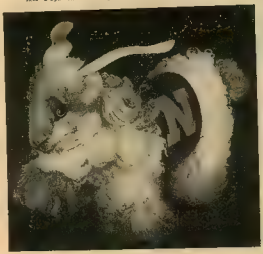

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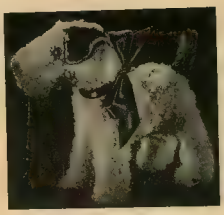

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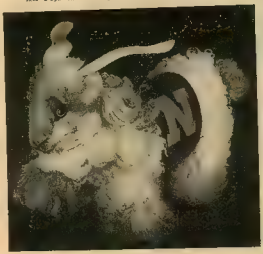

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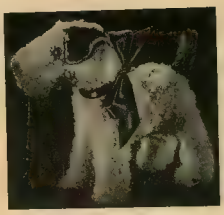

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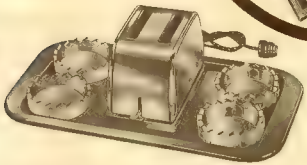

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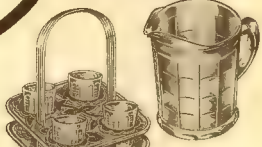

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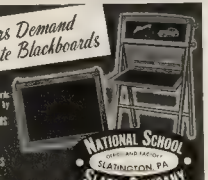

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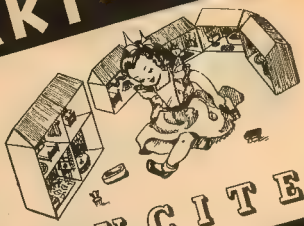

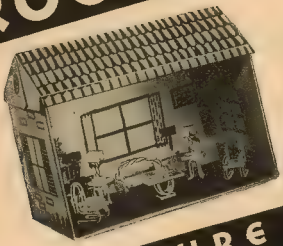

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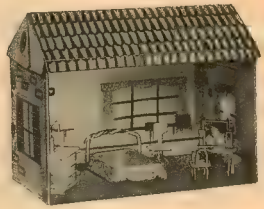

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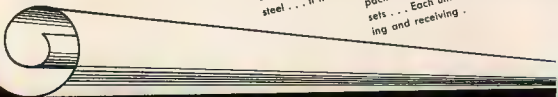
3 TYPES OF APPARATUS IN 1

A replica of the armed forces instrument . . . It flashes for visual operation . . . It clicks for telegraphic communication . . . It has a high frequency buzzer to simulate short wave transmission . . . A simple switch and you select your own means of operation . . . Made of heavy steel . . . It has no sharp corners or edges . . . Attractively packed in single units or in double sets . . . Each unit equipped for sending and receiving .



PLAYMORE, INC.

200 FIFTH AVE.
NEW YORK 10, N.Y.

JUNIOR PRINTER

A PRINTING PRESS IN MINIATURE

JUST LIKE THE REAL THING!

ALL METAL

Including 240 metal characters of actual printers' type, of letters and numbers . . . wood spacers . . . ink . . . brush . . . chase . . . removable ink disk . . . roller. . . . Everything that is needed for perfect reproduction. . . . Prints up to 5½ x 3½. . . .

Suggested
Retail Price $7.50

ROLL ALONG!

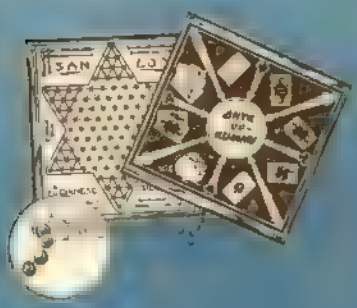
IN THIS ALL METAL WAGON

- All metal heavy gauge body
- Rolled edges for safety
- Long safety handle with safety grip
- The front axle pivots
- You steer with the front wheels

DIMENSIONS: Overall length including handle 31¾" . . . 5⅜" high . . . Handle 16½" long . . . Bed 14" x 8" x 2¼". . . Wheels 2½" in diameter

PLAYMORE, INC.

200 FIFTH AVE
NEW YORK 10, N.Y.



No 103 119 Chinese Checkers and Ante-Up Rummy Completely self-contained—tubular nickel-plated steel frame holds marbles Three-color non-warping heavy processed panel Individually packed 12 to shipper 35 lbs doz $1 59 list

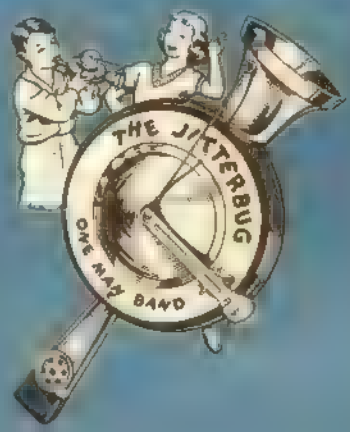
IMPROVED MUSICAL

POPEYE PIPE

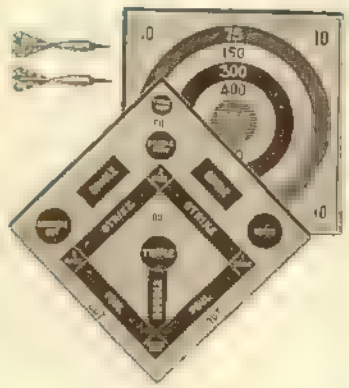
No. PEP 8 Improved Musical Popeye Pipe. 3" long, 1" high, with four-color pictures of Popeye and Wimpy. 1 gross bulk to shipper, with display included. Wt. 8 lbs. 10c list.

No 402 5GS Poosh-M-Up 5-Game Stream ner Plays Bagatelle, Put-N-Take, Twenty one, Baseball, Pennants Full-co or, non-warp ing playing field Copper-p ated metal frame 7 marbles, folding leg, complete direction 12 x 22 x 1 4 . One to folder, 12 to shippe 38 lbs. doz. $1 49 list

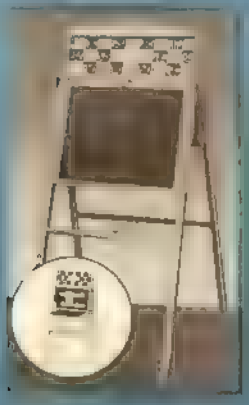
No. 400 31 Ketch-M-Up 3-in-1 Pin Game. Plays Baseball, High Score, Put-N-Take. 12¾ x 25½". Two playing fields. Separate shooter box enables players to shoot balls from any position. Individually cartoned—12 to shipper, wt. 50 lbs. $2 29 list.



No 601 178 Jitterbug One-Man Band. 8 long, 4 wide Plated metal 1 to box 72 to shipper, wt 30 lbs 35c list



No. 500/4DB Dart Game Complete. Two-colo bull's eye target on one side, baseball targe on reverse. Long-lasting special processe panel about 18 square. Individually packe with two steel-pointed darts. 12 to shippe wt. 30 lbs. $1.00 list.



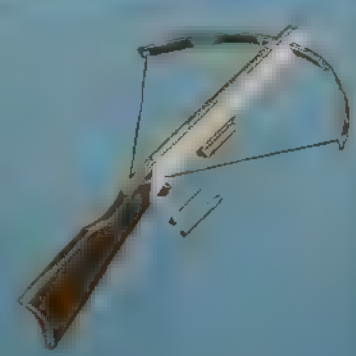
No 66 Folding-Easel Desk-Type Blackboard Sturdily built of selected woods, maple finished 39 high, 20 wide, with 12 x 16 two-side blackboard, chalk rail, colorful pictured alphabet, roomy paper and pencil rack 12 to o shipper, wt. 40 lbs. $2 09 list

Every Northwestern product is designed and engineered to create instant sales appeal. Low in price at no sacrifice of quality, we definitely believe one sold will sell another. NOTE: Because of conditions beyond our control, quantities are limited.

•

NORTHWESTERN PRODUCTS CO.
2655-2723 Spruce Street
St. Louis 3, Mo.

Permanent Showrooms:
New York: 200 Fifth Avenue
Chicago: 1433 Merchandise Mart



No. 704 Bow Gun. Cross-bow archery! Te rific appeal to all age groups For indoor o outdoor Shoots wood pellets Trigger releas Reinforced bow Smooth finish. Length 23 Length of bow, 23 . Three wood pellets On to envelope with bow k d., 36 to shipper, w about 31 lbs., f. o. b. St. Louis, $1 00 list

4 PAGES OF HITS!
See them at our TOY FAIR Display
HOTEL McALPIN Rm. 362
or at our Permanent Display Room
FIFTH AVE. BLDG. Rm. 420

"DIRECT HIT"

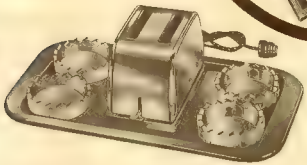
ealistic! Original! Fasci-
ating! Player actually
oads bomb racks . . . spots
bjective . . . aims sight . . .
eleases bombs! It's a
IRECT HIT! Playing field
6"x19" . . . highly litho-
graphed in colors laminated
irectly on standard dart
oard. Four plastic bombs.
uthentic 76" aluminum-fin-
shed hardwood model
lane, fully equipped with
omb bay, adjustable bomb
ight, tripper bomb release.
ttractively packaged in
elf-selling container; 12 to
hipper, wt. about 32 lbs.
o. 900 . . . . . $2.50 list

The Original Poosh-M-Up!

Gun-Covered, Automatic Feed and Reload, Self Contained

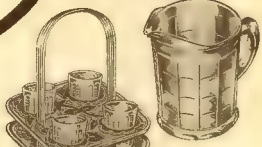
4 In 1 POOSH-M-UP Jr.
Plays 4 different games Put-N Take, Bagatelle Baseball, Cobra Finished wood frame 1 blue and 9 "silver" balls. Fully colored feed. Non-warping 18" x 28" x 1" One to carton, 12 to shipper, wt 45 lbs.
No. 400/41 $1.95 list

"Little Deb" OSPITALITY TRAY SETS



Beautiful, non-electric, nickel-plated replica of two-slice pop-up toaster with spring-action bread holder Brown enamel tray plus 4 matching glass relish dishes. About half size of regular sets—13⅛" x 7¾" x 3½" overall size of complete ensemble. One set to corrugated box; 12 to shipper, wt. 38 lbs. **No. 200 . . . $1.39 list.**

"Little Deb" LEMONADE SERVER SET



A well-made, beautifully-designed-and-finished metal tray, graced with 4 smart glass tumblers and pitchers. A wonderfully appealing party toy, and a "natural" for promotional selling Individually boxed, 12 to shipper, wt. about 25. lbs. **No. 207 . . . $1.00 list.**

NORTHWESTERN PRODUCTS CO.

2655-2723 Spruce Street
ST. LOUIS 3, MISSOURI

Permanent Showrooms — New York: 200 Fifth Ave.; Chicago: 1433 Merchandise Mart
Makers of "LITTLE DEB" and "POOSH-M-UP" Sets and Games

Proven Sellers Reduced to a NEW LOW PRICE for 1946

Actual Size

P476

CLICKER AUTOMATIC

Except for the elimination of the whistle, this model sold like hot cakes last year at 50c retail . . . now 29c. Packed 6, 12 and 24 dozen to carton, weighing 10, 20 and 40 lbs.

Made of Satin-Smooth Durable Plastic

Actual Size

P477

CLICKER SIX-SHOOTER

Clicks as loudly as the "Automatic" and sells at the same low price of 29c. Packed 6, 12 and 24 dozen to carton, weighing 10, 20 and 40 lbs. F.O.B. New York. Terms and Prices on request.

Delivery Early In 1946!

PYRO PLASTICS INDUSTRIES, LTD.

2 West 20th Street — New York 11, N. Y.

For EASTER
GAY COLORED WASHABLE
STUFFED ANIMALS OF
ORIGINAL DESIGN by HACO
Bunnys—Chickens—Lambs
Elephants—Dogs—Bears—Horses

SANITARY
WASHABLE

haco manufacturing co.
16 WEST 30th STREET · NEW YORK 1, N. Y.

Proven Sellers Reduced to a NEW LOW PRICE for 1946

Actual Size

P476

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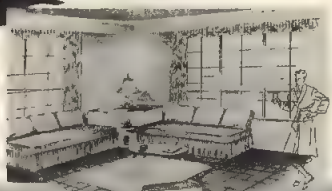
PYRO PLASTICS INDUSTRIES, LTD.

2 West 20th Street — New York 11, N. Y.

Live Aboard This BEAUTIFUL HOUSEBOAT



QUITMAN BOAT HOMES

This 60′ by 28′ De Luxe Houseboat provides the comfort of a luxurious Park Avenue apartment plus the unexcelled pleasure and unrestricted freedom of living afloat. Quitman Boat Homes are beautifully furnished and ready for occupancy.

- ★ Spacious living room, 19′ by 14′ . . . 12′ ceiling height. Beautiful picture window enhances the luxurious effect.
- ★ The guest room accommodates two
- ★ Master bedroom is a dream . . . 10′ by 12′ . . . two large closets
- ★ Two tiled bathrooms with tubs and showers.
- ★ Complete full sized kitchen
- ★ Two servants' rooms with bath
- ★ Storage space and laundry
- ★ Complete electric generating plant . . . built-in water system
- ★ Facilities for air-conditioning and heating
- ★ Solarium . . . Promenade deck.
- ★ Custom built furniture . . . Exquisite draperies and coverings.

Sixty-foot model illustrated ready for late January delivery. Also building 40-foot and 50-foot Boat Homes for delivery in February.

Write, wire or telephone today for complete particulars.

QUITMAN BOAT SALES, INC.

SIDNEY L. QUITMAN

436 W. RIVO ALTO DRIVE — Telephone 58-1800 — MIAMI BEACH, FLORIDA

IMMEDIATE DELIVERY

On Famous

Wood Pussy

TRADEMARK REGISTERED

Wood Pussy is a grand boat for shoal water cruising in the South this winter. She was designed by Phil Rhodes exclusively for us and is ideal for either the most experienced sailor or the beginner. Length: 13½'. Beam: 6'. Hollow Slotted Spar and 100 sq. ft. of sail. Price (f. o. b.) **$435**

CHARTER SLOOPS

We are now booking charter reservations for our fleet of AMANTHA cutters for the 1946 season. These boats accommodate party of four in complete comfort with all conveniences. We arrange for provisioning if desired. You step aboard and sail.

Watch for
Announcement of
WEASEL
A new 11½' x 5½' small cat boat to be ready for spring delivery.

CUSTOM BUILT BOATS

We are equipped to build custom boats sail or power in any length up to 75 feet. We can quote fixed price estimates now.

STORAGE & REPAIRS

Our facilities for storage and repairs are of the finest and most complete in New England.

PRICES OF STOCK BOATS SUBJECT TO CHANGE WITHOUT NOTICE. BROKERS PROTECTED

Palmer Scott & Co., Inc.
NEW BEDFORD, MASSACHUSETTS

SIMPLICITY, UTILITY PARAMOUNT

SOME of my friends say I'm reactionary. Well, so I am, if that means a reluctance to hastily cast aside materials and methods which for years have withstood the tests of wind and wave. The requirements of war introduced a special set of conditions for small boats in which rapid production and expendability were large factors. Valuable lessons were learned, and among them the strengthened conviction that the proposed use of a boat determines its design and construction.

Good practice in boat building for the purpose of war may not be good for pleasure boats. I've been raised on the thought that a well designed and carefully constructed boat should, with reasonable attention, still be youthful after a dozen or more years of use. Will the post-war boat have such stamina and longevity? Or will it be "expendable," built to be traded in for a new one every year or two? Yes, I know the progress attained by the automobile industry with its "new model each year" theory. However, the application of this theory to boats leaves me cold.

Mass production, they say, and rightly, reduces the cost. But first cost, while important, is not the whole story. We must also consider maintenance and depreciation. Maintenance will dog your steps every day. Depreciation, though it may stay in hiding for some time (the longer the better), will catch up with you eventually. I know I can't kill these imps, but I want them cut down to the smallest possible size.

On one point I will accept no compromise. In my post-war boat I propose to insist upon *beauty*. And I don't require a streamlined cabin, a raking signal mast, highly polished decks, a stainless steel cocktail bar and a plate glass chromium plated boudoir effect below. That may spell beauty to some, but I refer to the innate beauty of simplicity and utility. A mooring bitt stepped through to the keel or floors and trustworthy in a hard chance is to me a thing of beauty, while the dainty metal cleat screwed to the deck, be it triple gold plated and engraved, is a device of the devil. The ice box may have crests emblazoned on its doors, but if it tosses its contents into my lap when opened in a bit of a sea, I'll have none of it. Full headroom is dearly bought if it creates a shape which both looks and acts like a tub.

A safe footing on deck, grab rails and stanchions to hold a man's weight, leak-proof houses and hatches, an engine which keeps its oil inside itself, a sweet smelling bilge and such kindred joys are lasting and beautiful. I've used the term *beauty* to describe the prime requisite of my post-war boat. There is another word which in my opinion of boating pleasures is practically synonymous thereto, *seamanlike*. If this be reactionary, make the most of it.

J. P. HICKMAN

PRACTICAL—NOT RADICAL

I WANT my post-war boat to be conservatively streamlined—practical rather than radical. In 1932 I owned a streamlined job with a round deck which proved dangerous, even the dog repeatedly slipped overboard. In power plants I would like to see a pancake or flat 'V' motor developed for small boats. This would enable the architect to decrease the average height, making small cruisers less active in a heavy sea. Another advantage of this type is ease of service, all accessories being located on top of the motor.

I am anxious to try a Nylon anchor rode. They report Nylon to be worm-proof and it has great flexibility and exceptional wearing qualities.

I would like to see bottom paints improved. It is now necessary in Southern waters to haul out every 90 days. Possibly D. D. T. added to bottom paint would improve and prolong its effectiveness.

I would like to see naval architects stress hull design. Perfect it for greatest mileage with least horsepower, and get away from the over-powered and expensive-to-operate type.

The boating industry is different in one respect than almost any other, in that a great volume of its finished products are turned out by amateur builders. One seldom hears of a man building his own automobile—only a few undertake the construction of their own homes—but boats are regularly built by amateurs and on the whole they turn out a very creditable job.

I would like to see this group of yachtsmen helped in the postwar period. Availability of various types of standardized molded plywood and plastic hulls, from which the amateur builder could complete his own cruiser would unquestionably go far toward converting many from potential to actual boat owners.

GEORGE BROOK TAYLOR

MINIATURE DOLLHOUSE DOLLS

We are starting to make these pretty bending dolls and believe they are the only ones on the market today. Plastic head, arms, legs and completely pliable and bendable in any position. Packed each in a little box. We shall have limited quantities of a few different styles.

DOLLHOUSE FURNISHINGS

Tiny little items, exact copies in brass, glass and plastic. Nicely packed and easy to handle Many different exquisite little numbers.

Visit Us at the Toy Show, Hotel Breslin, Room 129

Q-T NOVELTY COMPANY Box 54, Sta. F., N. Y. 16, N. Y.

NEW powerful jet action and "put-put" sound appeals to youngsters. Brings quick turnover, big sales! Scoots about tub or pond like magic. Simple to operate, nothing to get out of order. Harmless! No fire or flame.

Sturdy, all-plastic construction. 7" long. Factory tested. Deck and hull in bright, permanent, contrasting colors. Rubber life ring lifts out to permit insertion of charges.

Packaged in attractive, two color box with full instructions and 8 individually wrapped charges. 3 doz. and 6 doz. to shipping carton. Charge refills available to retail at 10¢ and 25¢.

SHIPPING NOW!

A BOUNCING Seller

TRI-TEX BOUNCING BALL

- TRI-TEX looks and acts like rubber!
- Wears like iron!
- Bounces on any surface!

Made according to our own special formula. Never loses its "pressure" or bounce! Attractive and durable. Fully guaranteed against breakage. Diameter 2½".

*TRADEMARK

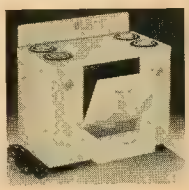
See Them! AT THE TOY FAIR RM. 572, HOTEL McALPIN

Tri-State PLASTIC MOLDING CO.

HENDERSON, KENTUCKY

New York Sales Office - 12 East 41st Street - MUrray Hill 3-5647

RAND'S CHAMPION LINE



ELECTRIC PLAY-STOVE

Modern streamlined—all steel.
Pull out storage drawer-timer (simulated.)
Removable grates—insulated oven door.
Divided top—four 125 watt burners.
Two control switches—six foot safety cord. Electric units U/L approved.
White with red trim durable baked enamel.
Dimensions—12½" wide—12⅛" high—7" deep.
Individually boxed—packed six to a carton.
Shipping weight about 50 lbs. per carton.

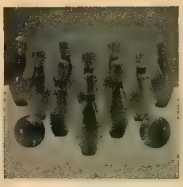
NO. 101 NON-ELECTRIC PLAY STOVE
Same dimensions and construction.

No. 202

ALL METAL CLOCK BANK

Dimensions—5½" long—3⅞" high—1¾" wide.
Teaches child to tell time.
Teaches child to be thrifty.
Assorted bright colors—red, cream, and green.
Removable back—Movable Hands.
Coin and bill slot combined.
Individually boxed—packed 4 doz. to a carton.
Shipping weight 15 lbs. per carton.

No. 808



No. 404A

JUNIOR BOWLING PIN SET

(TEN PINS and TWO BALLS)

Constructed of kiln dried solid maple.
White lacquer with red neck band.
Pins 7½" high—2½" diameter.
3" balls—individually boxed.
Shipping weight 5½ lbs. per set.

NO. 404B LARGE BOWLING PIN SET
Clear lacquer—pins 9⅞" high.

RAND INDUSTRIES

"The Champion Line"

FREDERICK BLDG. **CLEVELAND 15, OHIO**

Now On Display At The Toy Fair

WALTER H. RHONE
200 Fifth Ave.
New York 10, New York

CHARLES H. CARROLL
1421 Merchandise Mart
Chicago 54, Illinois

LEONARD M. KING
305-7 Decatur St.
New Orleans, La.

ATLANTA TOY MART
175 Peachtree St. N.E.
Atlanta 3, Georgia

ROOM 122

HOTEL BRESLIN

MARCH 11th-23rd

"HONEY BUNNY" No. R-15
11¾" x 13"
Weight per doz: 10 lbs.

"FUNNY BUNNY" No. R-10
10" x 9½"
Weight per doz: 5¼ lbs.

"PETER RABBIT" No. R-30
20" *High*
Weight per doz: 12 lbs

Personality Pets with "Eye" and "Buy" Appeal

"REAL FUR" PRODUCTS

Made of soft, luxurious, fine quality, electrified shearling with mouton pieces in the ears, they hold irresistible appeal for both child and parent. Ideal playthings, they are completely sanitary—easily washed in Lux. *You need merely show these numbers to sell them!*

THE REAL FUR DOG AND NOVELTY CO.

156 ROOSEVELT STREET EGYPT, PENNSYLVANIA

Made by the makers of "Real Fur" quality stuffed dogs, cats, teddy-bears, and elephants.

Each item is tagged, giving detailed washing instructions

"BUDDY BUNNY" No. R-25
14½" *High*
Weight per doz: 8½ lbs.

"BUNNY BOY" No. R-20
10½" *High*
Weight per doz: 4½ lbs.

"BUNNY MIDGET" No. R-5
7½" x 8"
Weight per doz 6 lbs

TOPS *with* TOP BUYERS

THE
"Imperial-Crown"
COMPLETE LINE
OF
POPULAR PRICED
COMPOSITION
AND "MAMA"
DOLLS

MEETS EVERY REQUIREMENT

See Us
at the
TOY FAIR
ROOM 568
HOTEL McALPIN
Dave Bieler, Representing

Watch "Imperial-Crown" for real post-war improvements in doll manufacture

Imperial Crown
TOY CO.
494 DUMONT AVE. BROOKLYN N. Y.

"REAL FUR"

Pets with Personality

"SCOTTY"

"PEKE"

"Real Fur" products hold irresistible appeal for children and grown-ups.

Your reputation as a quality merchandiser will soar to new heights when you display "Real Fur Stuffed Pets". Beauty, quality, expert craftsmanship, eye and buy appeal—these superior features of "Pets with Personality" combine to do an outstanding sales job for you.

"TERRY"

"TRENCHY"

"SPORT"

SPOTTY

Made of the best furs and stuffing available. Completely sanitary and safe. Easily washable with Lux. There are no regrets with "Personality Pets"—the Country's No. 1 complete line

Write for descriptive folder showing complete line.

"CHUBBY"

"LAZY KITTY"

"KID JUMBO"

"BUDDY BUNNY"

REAL FUR DOG AND NOVELTY CO.

154 ROOSEVELT ST. — DEPT. PA.

"REAL FUR"

Pets with Personality

"SCOTTY"

"PEKE"

"Real Fur" products hold irresistible appeal for children and grown-ups.

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"KID JUMBO"

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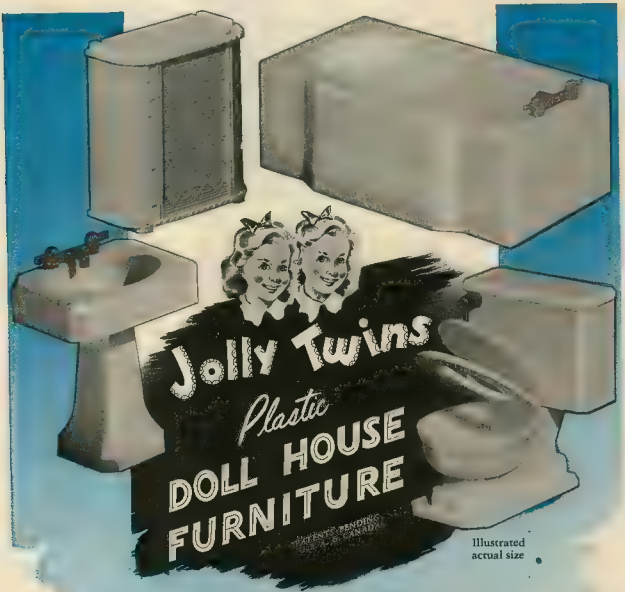
Write for descriptive folder showing complete line.

REAL FUR DOG AND NOVELTY CO.

"ROOSEVELT ST. PEORIA, ILL.



Illustrated actual size

4 BATHROOM PIECES

Sold singly or in room sets.

Such wonderful textures—you can almost feel the wicker-finish of the hamper! Such cunning details—the tiny faucets seem ready for use! Such sales provoking touches—wee homemakers will delight in the movable parts of the very accurate toilet!

Chalk up those "extras," together with superior craftsmanship, brilliant full-color packaging and sound merchandising. It's easy to see why Jolly Twins Plastic Doll House Furniture will bring unprecedented and highly profitable volume. And count on the rest of the line—dining room, kitchen, living room and bedroom furniture—to stimulate constant repeat demand.

RENWAL MANUFACTURING CO., INC.

Famous for Toys and Housewares Products

Showroom and Factory · 902 Broadway · New York 10, N. Y.

LITTLE KING!

PRECISION-MADE BY REYNOLDS
PRICE-TAGGED FOR PROFIT!

ALL-ALUMINUM SCOOTER

READ THE SPECIFICATIONS. They tell why this new Reynolds All-Aluminum Scooter was such a big hit at the Toy Show; why the kids will descend on you in droves the moment you let go the magic words—*they're here!*

STRONG. High-strength Reynolds Aluminum construction. Lighter than any scooter you've ever sold. Rustproof.

SAFE. Underslung platform, low center of gravity. Rubber non-skid mat. Stand and brake. Streamlined rear fender on larger model.

EASY-RUNNING. Ball-bearing disk wheels. Big semi-pneumatic tires.

3 MODELS (each different size) . . . 3 prices.

Write, wire or phone for information. Reynolds Metals Company, Toys and Games Division, 2010 South Ninth Street, Louisville 1, Kentucky.

In New York, see Jarvis Smith, Toylines, Inc., Room 112, 200 Fifth Ave., N. Y. Southern Representative, R. F. Brown, Tennessee Toy House, Greeneville, Tenn.

WHEELBARROW

Sturdy all-aluminum construction. Rustproof. Disk wheel. Rubber tire. *Light for youngest.* Sells on sight.

7 BIG MONEY-MAKERS MORE TO COME

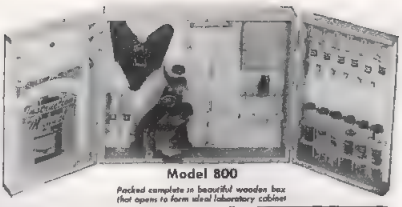
Due to the tremendous demand for the Reynolds line of Aluminum Wheel Goods, future orders, at present, can only be accepted on an indefinite delivery basis.

REYNOLDS METALS

REYNOLDS ALUMINUM
TOYS AND GAMES

576-TG-6

FROM AMERICA'S OPTICAL CENTER



Model 800

Packed complete in beautiful wooden box that opens to form ideal laboratory cabinet

RING'S 1946 MODEL

Microscope for Boys and Girls

Developed and manufactured by the skilled optical craftsmen of Rochester, this amazing new Microscope is one you can be proud to offer. Built like a model for laboratory use, this powerful Microscope provides performance that will delight every boy and girl—(and probably Mother and Dad, too).

An Educational Toy with Great Fun Appeal

IT SELLS ON SIGHT!

Model 600

SALES-MAKING FEATURES OF RING'S 1946 Model Microscope for Boys and Girls:

- Specially designed for quick focus
- All Metal Body
- Automatic Turret Gives Choice of 3 Different Powers—(Low, Medium and High)
- Packed with Complete Laboratory Accessories in a Colorful Box That Makes a Striking Counter Display

Sales Representatives: Moseley & Abrahams
200 Fifth Avenue
New York 10, N. Y.

RING

OPTICAL COMPANY

Rochester 4, N. Y.

"GLORIFY" YOUR PRODUCT WITH "American" Decals

THOUSANDS OF NEW STOCK DESIGNS AVAILABLE FOR IMMEDIATE DELIVERY

ADD new eye-appeal to your products with "American" decorative decals. Thousands of designs available for your selection in florals, pictorials and modern motifs. Easily and quickly applied to a wide variety of surfaces, you will find them the answer to your decorative problem.

LET US ORIGINATE EXCLUSIVE DESIGNS FOR YOU

Skilled artists are maintained for special designs to be manufactured on an exclusive basis. Whatever your product . . . whatever your needs . . . "AMERICAN" stock decals or special designs are flexible and extremely effective in lending color and sales appeal.

Write or wire your needs now, whether for stock designs or new art work on special orders.

AMERICAN DECALCOMANIA CO. INC.

4324 FIFTH AVE. • CHICAGO 24, ILL.

New York—636 Eleventh Ave. • Offices in all principal cities

ROY ROGERS, King of the Cowboys and his Famous Horse, Trigger, Smartest Horse in the Movies — starring in Republic Pictures.

Announcing

YANKIBOY—ROY ROGERS TIE-UP

We have secured the exclusive rights to manufacture the Roy Rogers (King of the Cowboys) playsuit. Here is another Yankiboy fast-selling promotion, offering the best in sales value!

Judging by fan-mail figures—a sure-fire barometer—Roy Rogers is truly the King of the Cowboys and the idol of American boyhood. Every boy will be proud to own our interpretations of the suit their idol wears. They form an enthusiastic market waiting for you.

The Roy Rogers playsuit will be in production soon. In our opinion (based upon 40 years' manufacturing and merchandising America's biggest line of playsuits) this new offering promises to become the "hottest" item we have ever offered you. It will be ready for the Fair—So be sure to see it!

SACKMAN BROTHERS COMPANY

200 FIFTH AVENUE, NEW YORK, N. Y.

"Make the Children Happy"

MAKERS OF YANKIBOY PLAYSUITS

- It's an indoor thriller for every father-and-son team.
- It's fun for youngsters who like to pretend they're quarterback heroes.
- It's exciting for older fans who like to plan scientific offensive and defensive strategy.
- It's Milton Bradley's new all-American "hit" that combines the skill of gin rummy with the thrill of big time football.

. . . SCORES HIGH with Profits for You

If you're looking for sales action, set up a display of Milton Bradley's *Rummy-Football* . . . make room for the customers . . . and ring up the sales. Watch it boost your profits over the goal posts.

Grid fans play their favorite game all winter long with *Rummy-Football*. There's no end to its season of popularity.

The box cover features a colorful, action-packed stadium scene that's a sure interest-catcher. The gridiron is complete with line markers, end zones, goal posts, and a football. Moves are determined by playing-card hands based on "Rummy" values.

Stock *Rummy-Football* now for a steady volume of sales. It's a profit-scoring Milton Bradley Game that ranks among the nation's fastest sellers.

Milton Bradley Games

MILTON BRADLEY CO. SPRINGFIELD 2, MASS.

200 FIFTH AVE., NEW YORK 10, N.Y. • 811 SO. WABASH AVE., CHICAGO 5, ILL.

SINCE 1860 — MAKERS OF THE WORLD'S BEST GAMES

LOOP THE STRING AND WATCH 'ER GO!

"ROUND AND ROUND" ON A STRING

BUDGET "BALANCER" ON YOUR PENCIL TIP

FOREVER AMAZING!

DX Gyro

The educational toy gyroscope is a never-ending source of amazement. Simple and durable, it appeals to every youngster. The DX Gyroscope gives a fascinating scientific demonstration of the principle underlying the operation of the "Automatic Pilot", Gyro-compass, tank and ship stabilizers and other secret war machines that have captured the interest of all ages.

At $1.00 retail, the DX Gyroscope is making a sensational sales hit at toy counters all over the country.

Attractively boxed for window display.

Price—$7.20 per dozen f.o.b. Chicago.

Terms—1/10 net 30. Minimum order six dozen

IMMEDIATE DELIVERY—ORDER NOW!

R. C. COX CORPORATION

205 W. Wacker Drive

Chicago 6, Illinois

SAYCO
DOLLS

THE FEATURE LINE
OF EXCLUSIVE NUMBERS

Room 416 at the
McAlpin for
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Sayco Doll Corp.
9 Desbrosses St., N. Y.

"GOLD MEDAL"

TOYS

Awarded Gold Medal
Panama Pacific Exposition
1915

4 LARGE, MODERN FACTORIES TO SERVE YOU — 1—EASTON, PA.
2—COUDERSPORT, PA.
3—LONG ISLAND CITY, N. Y.
4—BROOKLYN, N. Y.

A Sayco DOLL

IN DOLLS IT'S
SAYCO

A Sayco DOLL

ALICE TEEN
(TRADEMARK)
WARDROBE DOLL SET

Includes quality 15" Teen Age Doll with wig, beautiful rayon dress, slip, panties, shoes, stockings and modish hat. Also 3-piece playsuit, 2-piece pajamas and pocketbook. All are attractively packed in durable carrying case with all-metal hardware and handle.

On Display With The Complete Sayco Doll Line
At Our New Permanent Showroom
HOTEL BRESLIN—ROOM 220

A Sayco DOLL

A Sayco DOLL

SAYCO DOLL CORP.

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NEW YORK, N. Y.

PHONE WA-5-6237

ADDRESS ALL MAIL TO FACTORY

Second edition of SHELLCRAFT now available in two sizes

Appeals to people from eight to eighty.

The flood of reorders proves definitely that SHELLCRAFT has that fascination which catches public fancy and spreads like wildfire.

There are fast profits in SHELLCRAFT for those who display it. It sells itself.

•

Currently we will make immediate delivery from our new stock.

Large Kit: Stock S-200
Small Kit: Stock S-210

FASCINATING JEWELRY MADE WITH SHELLCRAFT

Write for circulars on other Dot & Peg Creations.

DOT & PEG PRODUCTIONS, Inc. 1212 Carter St. Chattanooga 2, Tenn.

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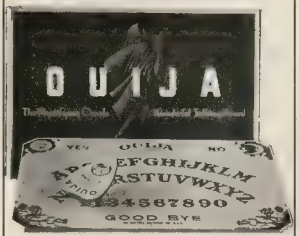
for TWO generations

A household word in American literature and folk-life



YOURS FOR STEADY VOLUME! Be sure your stocks are complete. Send for display matter and arrange a window. You can ALWAYS sell GENUINE OUIJA!

Only the GENUINE OUIJA bears this name

WILLIAM FULD HARFORD and LAMONT AVES. BALTIMORE 2, MD.

IMMEDIATE DELIVERY!

JUNIOR CARPENTER SETS

Attractive, heavy Denim Apron, with Pockets for Tools, Doubles Play Appeal

Real STEEL Tools for Real Boys!

•

Complete with

CARPENTERS' APRON

#614—$2.95 #615—$3.95
SUGGESTED RETAIL
#675, *Illustrated, Contains*

- SAW
- TRI-SQUARE
- HAMMER
- PLIERS
- SCREWDRIVER
- NAILS
- SANDPAPER
- PAD
- PENCIL
- RULER

Here are sets of genuine STEEL Tools every boy wants on sight. Strong, practical — can be used for real carpentry. Each set individually packed in sturdy display box.

Other PAULA Items

- ROOM-PAKT LUCITE MINIATURE FURNITURE
- COSTUME JEWELRY SETS
- KNITTING SPOOL SETS

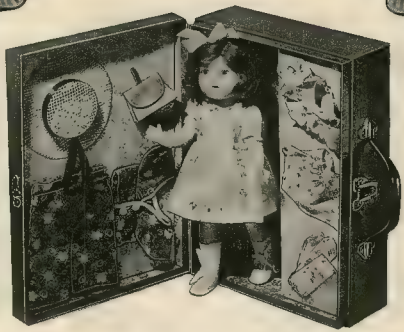
Write for Prices

PAULA PRODUCTS
830 BROADWAY - NEW YORK
Showroom: STRAUS & HOGST 200 Fifth Avenue New York

IN DOLLS IT'S

SAYCO

A Sayco DOLL



{TRADEMARK}

WARDROBE DOLL SET

Includes quality 13" Teen Age Doll with wig, beautiful rayon dress, slip, panties, shoes, stockings and modish hat. Also 3-piece playsuit, 2-piece pajamas and pocketbook. All are attractively packed in durable carrying case with all-metal hardware and handle.

On Display With The Complete Sayco Doll Line
At Our New Permanent Showroom
HOTEL BRESLIN — ROOM 220

SAYCO DOLL CORP.

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Largest Permanent Display of Toy Lines in the Mid-West

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"Always Something New"

Always open—always ready to serve you. Make it a point to visit the TOY MARKET when in Chicago and keep up-to-date with the latest developments in toys.

ED CARYL — IT WILL PAY YOU TO PAY US A VISIT — Telephone SUperior 8852

WE CAN DELIVER

Carefully selected items for your holiday selling are in our warehouses—ready for immediate delivery. Production and transportation difficulties make it advisable to place your orders at once. If you are in Detroit, visit our display rooms.

SCOOTER

Here's a good, strong, all-metal scooter with rubber tires, finished in two-color enamel, red and black. In stock for immediate delivery. $2.50 net.

POPULAR LINES

Pool Tables
Bowling Games
Dolls
Wheel Goods
Toys
Games

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DETROIT ATHLETIC SUPPLY
Sporting Goods—Toys—Games
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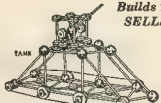
New York Sales Office and Display
11th Avenue at 43rd Street, New York City

MAKIT TOY

Builds Toys with ACTION
SELLS the Year 'Round



MAKIT TOYS are proving a steady source of repeat profits—one sale usually paves a repeat sale for a larger size.

Builds toys with wheels that turn. Includes 3 colors of wheels, 2 sizes of rods in 4 to 6 lengths, pressboard windmill blades. Builds mechanical toys, wagons, airplanes, doll furniture, etc. Packed in attractive 4-color cylindrical carton.

COMES IN 3 SIZES
PRIMARY Makit—85 pieces
SUPER Makit—175 pieces
JUMBO Makit—275 pieces

W. R. BENJAMIN Co.
GRANITE CITY, ILLINOIS

WAYNE DOLLS

Popular Price
Neatly Dressed
Moving Eyes—Voices
Good Deliveries

Showroom—
16 W. 23rd St.,
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WAYNE PROD. CO., Inc.

Zondine FUN MAKERS

Not Skatten a ? Good It! "Turkey Brent" "Take It or Leave It" "Wonka" "Take an Arrid" "Fresh 'em Toys"

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PULL TOYS - BLOCKS

Advertised to

46 MILLION READERS

Write, wire or phone your Fall-Christmas needs.

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Salisbury — Maryland

SCHOENHUT

MARK WELL THE NAME

Since 1872

PIANOS

For 1946 our plans include the offering of the best Pianos at popular prices. Make sure to visit our New York showrooms in the Fifth Avenue Building. Here you will see the Handicraft of the famous SCHOENHUT name manifested in all of the NEW and fast selling items that will keep your sales clerks and your salesmen as well, constantly active and making sales continuously in the NEW YEAR . . . truly a HAPPY one for the Sellers and Users of SCHOENHUT made products.

We are pleased to announce that we will have a full line of

TOY PIANOS, METALLOPHONES AND XYLOPHONES FOR 1946

O. SCHOENHUT, Inc.

2046 EAST CASTOR AVE. PHILADELPHIA 34, PA.

MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N. Y.

take a peek at

TOMORROW'S OUTBOARD MOTOR

HERE IT IS, boys—the outboard motor you've been waiting for, new in *engineering*, new in *design* and new in *performance*.

Manufactured by the company that was the world's second largest builders of outboard motors before the war, the new Scott-Atwater motor not only represents a long experience in outboard motor manufacturing, but also a priceless experience gained during the war years in manufacturing precision parts for airplanes.

The Scott-Atwater Outboard motor is offered in four models. A standard single and a deluxe single, both of 3.5 horsepower; a standard alternate firing twin and a deluxe alternate firing twin, both of 6 horsepower.

Study the six big advantages of Scott-Atwater Outboard motors. Then you'll understand why Sportsmen say, "The Scott-Atwater is tomorrow's motor *today!*"

THE SCOTT-ATWATER MANUFACTURING CO.
Minneapolis, Minnesota

YOU GET *ALL* THESE ADVANTAGES IN THE SCOTT-ATWATER MOTOR

1. FLASH STARTING. Just a quick pull on the new Everready Starter® grip and the Scott Atwater begins to purr. Cord rewinds automatically. Flood proof reed valves—positive pruning. (®Deluxe models only)

2. SILENT OPERATION. No more noisy put-puts! The new Hydraulic Jet Silencer buries exhaust and forces wall under water.

3. HI-LO SPEED CONTROL. Higher speed for traveling, lower speed for trolling! Dual Jet Carburetion and balanced crank shaft make this possible.

4. MORE POWER PER DOLLAR. The Scott-Atwater Motor gives you more horsepower per dollar invested. Horsepower rating is certified by the Outboard Boating Club of America.

5. FINGER TIP NAVIGATION. The Scott-Atwater Gyro-Navigator sets a direct steering course at all speeds, relieving the operator of steering attention until a new course is desired. Easy-Tilt feature makes it possible to adjust motor without tools or loose parts to any boat transom.

6. SAFETY-SEALED CONSTRUCTION. All motor parts are completely protected by a streamlined jacket of light-weight, corrosion-resisting alloy metal, safeguarding working parts from dirt and accident.

SCOTT-ATWATER *Outboard* **MOTORS**

for Her Own Play Kitchen

G ELECTRIC PLAY STOVE . . . REALLY COOKS. Looks just like the new modern ranges; 4 set-in electric burners, two on each side. Cook on one or both sides at once . . . each side turns on and off separately. Made by a company that produces stoves for adults. All body of gauge steel. White baked-on enamel finish. Oven door insulated to keep food warm . . . broiler in oven. Non-tip oven racks slide in and out. Storage drawer under oven. Aluminum pots and pans, sold below, are scaled to fit this stove. 6-ft. electric cord. For 110–120-volt 60-cycle AC.

12½ by 6⅞ by 12 in. high. . . . . NOT AVAILABLE

J 16-PC. ALUMINUM COOKING AND BAKING SET. Small duplicates of actual adult cooking utensils. You can actually cook and bake with them, scour and scrub them. Made of bright, durable aluminum . . . sizes in proportion to stoves above. Set comes in chipboard box . . . 1 deep saucepan, 1 shallow saucepan, 1 deep kettle, 1 shallow kettle, 4 pot covers, 2 frying pans, 4 pie pans, 1 cookie sheet, 1 rolling pin. Saucepans abt. 2-in. diam.; other pcs. in proportion. Can be used with either toy stove above.

48 T 4703—Shipping weight 8 oz. . . . 16-Piece Set. 94c

K TOY TELEPHONE . . . DIAL CLICKS . . . BELL RINGS. Molded of shiny Black Plastic. Details like a real telephone . . . has numbers and letters—actually clicks when you dial—concealed bell rings when the dial whirls back in place.

48 T 508—3½ by 3½ by 5 in. high. Ship. wt. 1 lb. 8 oz. . 94c

H NON-ELECTRIC PLAY STOVE. Same quality as stove at left, but does not heat. A copy of an expensive modern stove. Has grates like a gas stove. 4 play burners. Made of heavy 24-gauge steel. Insulated oven door. Broiler racks slide in and out. White Enamel finish with chrome trim. Drawer for pans underneath. A set of pots, pans, and other cooking utensils is sold below at [illegible]. Order these with stove for complete play-cooking equipment. Aluminum cooking pieces are made in proportion to the stove. Stove size is 12 in. wide, 6⅞ in. deep, and 12 in. high overall.

—Shipping weight 7 lbs. . . . . NOT AVAILABLE

L JUNIOR MISS . . . DE LUXE TOY SEWING MACHINE. A child's machine just like mother's, with fine mechanism. All parts precision built . . . rotary bobbin, standard sewing machine needle with needle guard, presser foot lever to hold material in place. Hand operated . . . sews a chain stitch. Self-feeding . . . no need to pull the cloth. Made of 12-gauge steel with bright metal and baked enamel finish. Body has complete housing . . . sturdy wood base. Needle, spool of thread, fastening clamp, instructions.

48 T 4747—8 by 4 by 6½ in. high. Ship. wt. 1 lb. 8 oz. . 6.98

M LITTLE STITCHER . . . TOY SEWING MACHINE. Chain driven . . . hand operated. Sews chain stitch. Presser foot lever holds material. Comes with fastening clamp, standard needle, spool of thread. Made of all metal.

48 T 4746—8 by 4 by 5 in. high. Ship. wt. 1 lb. 2.89

ORDER YOUR CHRISTMAS GIFTS EARLY . . . USE YOUR CREDIT . . . SEE PAGE 189

A

Drinks her bottle...wets her diaper

ALL RUBBER BABY DOLL WITH SLEEPING EYES AND REAL LASHES

A A cunning little Doll... about 11 inches tall... she drinks her bottle and then wets her diaper. You can feed her, change her, bathe her and put her to sleep just like a real live baby. Molded of soft, flesh-pink rubber (natural and synthetic) of silky-smooth texture that feels like baby skin; does not soil easily, but when she does you can always give her a bath... scrub her with soap and water ...powder her with talcum, and she'll be sweet and clean again. You'll love her sweet baby features, chubby curves, cute dimpled arms, legs bent just like a baby's. Carefully modeled in detail—you can even see tiny fingernails on her dainty hands; each finger is distinct. Hard rubber head is practically indestructible—looks like composition; baby ringlets molded on and realistically tinted. Peaches-and-cream complexion with round rosy cheeks. Sleeping eyes with real lashes. Head turns; arms and legs are jointed. Special construction of joints prevents leaking . . . the arm and leg sockets do not penetrate the body wall, therefore water cannot run out at joints. She brings her own little glass nursing bottle with removable red rubber nipple made to fit her tiny rosebud mouth. Wears flannelette diaper fastened with safety pins. Doll and bottle nicely wrapped in cellophane, packed in colorful box. Be sure to order her clothes separately. See below.

48 W 4002—Ship. wt. 2 lbs., 4 oz. 2.79

B

B LAYETTE FOR DOLL ABOVE. Red checked Percale baby dress with tiny yoke, short sleeves; nicely finished with tape binding and rick-rack trimming. Matching percale bonnet. White cotton slip; flannelette diaper; white rayon socks and cute little white imitation leather baby shoes.

48 T 4111 Ship. wt. 6 oz. 1.19

Order your Christmas toys early and start a Monthly Payment Account at Wards. Only 10% Down on all toys—the balance in small monthly payments—on orders of $10 or more. It's easy to open an account—read about it on Page 189.

Feed her with her own little bottle

Change her diaper when she wets

Bathe her with soap and water

First Lady
we invite your inquiry
The Rhodes 33, is a one-design sloop designed as a combination race-cruiser. Her general dimensions are
33'8" x 22'4"
6'10" x 5'
South Coast Company
Boat Builders and Designers
Newport Beach, Calif.

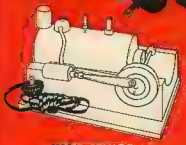
SOUTH COAST BUILDS AMERICA'S OUTSTANDING LINE OF STOCK ONE-DESIGN SAIL BOATS INCLUDING THE FALCON, THE ALBATROSS, THE RHODES 33, THE CALIFORNIA 32 AND THE FAMOUS HUBBARD STAR. SOUTH COAST REPRESENTS LUDERS MOLDED PLYWOOD YACHTS, DYER DINKS, OWENS CRUISERS, GAR WOOD AND LYMAN RUNABOUTS, GRAY MARINE MOTORS AND AMERICA'S FINEST LINES OF MARINE HARDWARE, PAINTS AND FITTINGS. DROP US A LINE FOR FURTHER INFORMATION.

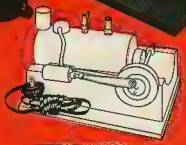
WATTS!!!

to power your sales

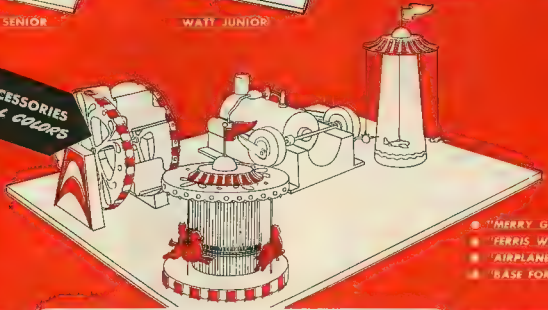
A LINE OF "FIVE"
ELECTRIC HEATED
STEAM ENGINES

FACTORY PACKED INDIVIDUALLY





WITH ACCESSORIES IN CARNIVAL COLORS



- "MERRY GO ROUND"
- "FERRIS WHEEL"
- "AIRPLANE TOWER"
- "BASE FOR SETUP"

BLOCK & REDLICH
N. Y. Representative
200 5th AVE.
Room 406

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MANUFACTURED BY SPECIALTY INSTRUMENT & MACHINE CO., PITTSBURGH, PA.

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407 N. Akard St.
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JAS. VYSCO

CRAIG-HOPKINS & CO.

Makers of the Best Games and Pastimes

for Quick Sales
feature these four

Each is a true Craig-Hopkins game . . . based on sound, time-tested principles . . . incorporating novel and distinctive features that make each Craig-Hopkins game a leader in its field . . . as modern as Radar . . . as exciting as your favorite mystery thriller. These four new numbers are sure fire money makers. We are happy to add them to the CRAIG-HOPKINS family of popular games and pastimes.

Jo-Ker-Jo, Let's Fish, Round-Up, Zoo-Zoo, Cross Stix, Crystal Art, Watermelon Patch, Jewel Designs, That's Mine, Challenge, and Ali Baba and the Forty Thieves.

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Chicago 54, Ill

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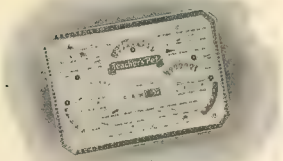
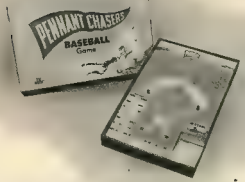
Room 303-305 200 Fifth Ave.



TEACHER'S PET

STADIUM FOOTBALL



PENNANT CHASERS

ELECTRIC QUIZMASTER

HERE COMES THE STREAMLINER.

and here are the "Specs"

You Judge the Quality

Part Name—Stafford Liner
Part Assembly—1006
Body—20 Gage Steel—.035
Color—Red, Black, Blue
Wheel Material—Aluminum
Color—Natural Aluminum
Construction—One Piece Body
NO RIVETS—NO TABS
Length—12⅛ inches
Width—1⅛ inches
Height—2 inches

MODEL—	SHIPPING WEIGHT—	SHIPPING UNIT—
Streamliner	8⅜ lbs. per dozen	2—4—6 Dozen, 1 color
Gondola	5 lbs. per dozen	4 Dozen, 1 color
Caboose	3 lbs. per dozen	4 Dozen, 1 color

For Further Information Please Contact—

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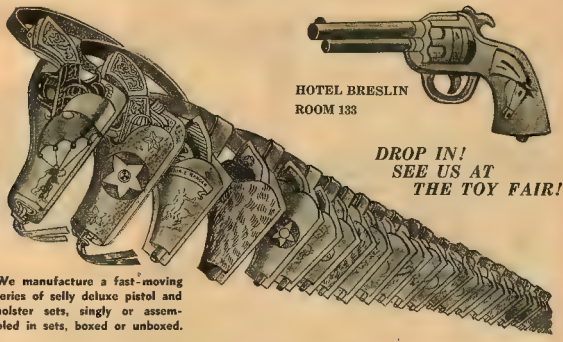
GUNS GUNS GUNS

Popularly priced
Holster Sets with Metal Guns that Click



We manufacture a fast-moving series of selly deluxe pistol and holster sets, singly or assembled in sets, boxed or unboxed.

YOU can depend on Standard Novelty for 2 important things: Popularity and Variety. Popularity has come to us because of our attractive pricing. Variety in our products is known to the trade. Our pistols, with or without holsters, are embossed with attractive horse's head. Holsters have a number of fronts: Silver embossed, 3-color decorations, stars, sheep wool, paratrooper designs, pistol designs, cowboy figures, and so forth. This variety enhances quicker sales and better returns.

Let's put it this way: "Standard Novelty knows the youngster market and what it likes. This important knowledge is passed on to you in every Pistol and Holster Set we put out. We invite you to take your share of the profits in each of our items."

STANDARD NOVELTY PRODUCTS CO.

mfrs. of toy holster sets

583 BROADWAY • **NEW YORK 12, N. Y.** • **Phone: CAnal 6-4263**

STANLEY CAST IRON TOYS

Something New . . . Different

A two-seated, two-horse surrey with fringe on top. All cast iron except cotton top and fringe Brown horses, blue and yellow surrey, yellow fringe and blue top. Length, 11½". Height, 4½". Copper chains simulate tugs. Man driver and woman passenger — removable. Horses and tongue can be removed from surrey. Hole in front end of tongue provides for pull cord. Suggested retail price, $2.25. F. O. B. Factory. . . . Packed in individual cartons, 12 to shipping case, weight 35 pounds per case.

STANLEY TOYS ARE WELL MADE •
HANDSOME IN APPEARANCE • REASONABLY PRICED

Authentic Scale Reproductions

Manufactured by

STANLEY TOY COMPANY

1301 MAIN STREET **OCONTO, WISCONSIN**

On display and represented by

HUGH D. KENNEY, Room 1443, Merchandise Mart, Chicago 54, Ill.
MECHNER & CAMINITI, Room 455, 200 Fifth Ave., New York 10, N. Y.
AL AUGER & KEN ROBERTS, 1355 Market St., San Francisco 3, Calif.
ATLANTA TOY MART, 175 Peachtree St., N.E. Atlanta, Ga.
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WRITE FOR PRICES AND DISCOUNTS

BUYERS at the TOY FAIR called it

"Greatest Spelling Game we ever saw!"

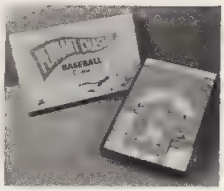
TEACHER'S PET

It clicked! Buyers liked the big, colorful board—a real eye-catcher. They praised its special features . . . the so-easy-to-read, smooth turning dials . . . the fine illustrations . . . and the fact that TEACHER'S PET spells out any five letter word or less in the entire English language including proper names! The price? Just $1 50. Now being shipped.

and named this "THE FINEST BASEBALL GAME"

PENNANT CHASERS

They raved over it. What particularly appealed was the workmanlike construction of the free-spinning, hidden, revolving wheel which instantly shows the result of each play . . . right at home plate. The fact that there are no loose parts to get lost went over big. And the price made a hit, too . . . only $1.25 including base runners and score pads for 50 games.



CH
by Craig-Hopkins

Craig-Hopkins hits that are proving fast moving re-order numbers include WATERMELON PATCH, THAT'S MINE, ALI BABA AND THE FORTY THIEVES, JO-KER-JO and BUMP.

GENERAL OFFICES
1423 Merchandise Mart
Chicago 54, Illinois

NEW YORK SALES OFFICES
William M. Grace
200 Fifth Ave.—Room 303-305

CRAIG-HOPKINS & CO.

Makers of the Best Games and Pastimes

STANLEY
CAST IRON TOYS

A two-seated, two-horse surrey with fringe on top. All cast iron except cotton top and fringe. Brown horses, blue and yellow surrey, yellow fringe and blue top. Length, 11½". Height, 4¼". Width, 3¼". Copper chains simulate tugs. Man driver and woman passenger—removable. Horses and cartons, 12 to shipping case. Weight, 35 lbs.

No Iron Toys Like These!

On Display and Represented by

HUGH D. KENNEY
Room 1443, Merchandise Mart,
Chicago 54, Ill.

MECHNER & CAMINITI
Room 465, 200 Fifth Ave.,
New York 10, N. Y.

AL AUGER & KEN ROBERTS
1355 Market St.,
San Francisco 3, Calif.

ATLANTA TOY MART
175 Peachtree St., N. E.,
Atlanta, Ga.

DON B. CUTRIDGE
Oklahoma City, Okla.
and Dallas, Tex.

Stanley Cast Iron Toys are in a class by themselves. More than just toys, they are authentic scale reproductions. Young and old are fascinated by their life-like realism, superb finish and detail. For a sure-fire attraction that stops store traffic and moves off your counter fast, nothing beats the Stanley line, the outstanding new success in Iron Toys.

STANLEY
TOY COMPANY
1301 MAIN ST. OCONTO, WIS.

Hitch Your Sales To The Stars

HUBOID PULL-TOYS

METAL CAP PISTOLS

The **Hubley** Manufacturing Company

LANCASTER • PENNSYLVANIA

DIE-CAST KIDDIE TOYS

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Export Sales Agent: GUITERMAN CO., INC., 35 S. William St., N. Y. C.

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PLUSH and WASHABLE DOLLS & ANIMALS direct from the MANUFACTURER

ARTCRAFT CHARACTER DOLL CO.
MANUFACTURERS
102 WEST 101st STREET - NEW YORK 25 - ACADEMY 2-1705

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Junior Vehicles

FIRST IN SALES! FIRST IN VALUE!

LEADERSHIP in our field, velocipedes and pedal bikes, achieved and maintained in the years prior to the war, again becomes a reality. We pledge our efforts to continue to merit this honor and trust now and in the future.

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Max Clarnon
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NEW! PERFECTED!

- Wood Burning Sets
- Metal Casting Sets

Also Doll Furniture • Doll Houses • Roller Tot • Sand Pen Sets • Nested Blocks • Dolly Toddler • Coastal Defense Gun • and other hits. Write for catalogs.

RAPAPORT BROS. 343 S. Dearborn St. CHICAGO 4, ILL.

EDGAR M. CLARK

1107 Broadway at 24th Street—New York 10, N. Y.

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AMERICAN ART CLAY CO.
Modeling clay—crayons

SALEM CHINA CO.
Children's china dishes

RIDER RUBBER CO.
A.B.C. rubber blocks

E. M. NICHOLS CO.
High-grade wood toys

DeKALB TOY & NOVELTY CO.
Educational toys

PASSON, INC.
Footballs

VAN LEER TOYS
Stuffed toys

CUT CRAFT PRODUCTS
Blackboards

DECORATIVE WOOD PRODUCTS
A.B.C. wood blocks

LEBANON PAPER BOX CO.
Musical Blocks

BEAVER VALLEY GLASS CO.
Children's glass sets

WALBRIDGE CO.
Tipnot plates

HANKSCRAFT CO.
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Washable toys

CINDERELLA TOY CO.
Doll house furniture

REPUBLIC PRECISION CO.
Metal doll house furniture

LEE PRODUCTS
Dartboards, games

WOOD PRODUCTS
Toys from California

Direct Factory Shipments at Guaranteed Prices

STARS ON STRIPES

The Game That Teaches Football

In demand by returning service men. They played it in camp before "shipping out," in hospitals and recreation centers overseas, and again aboard ship on the way home. Why not follow through with these men and give them what they want, Indoor "Proxy" Football.

The game is good. It starts off with a rush, the "Kick-Off," and builds up to a tense, exciting climax in each quarter of play. It has been approved by 600 boys' clubs (age groups 9 to 14), and has the endorsement of sports writers, referees and players whose names are known throughout the country. Look us up at the Toy Fair or write for discounts and details.

RETAIL, $2.00

NEW YORK REPRESENTATIVE:
OTIS-LAWSON COMPANY, 200 FIFTH AVENUE
GRamercy 3190

STARS ON STRIPES GAMES COMPANY, INC.
406 McKENNA BUILDING, PITTSBURGH 19, PENNA.

COMPLETE 5-PIECE
JUNIOR GOLF SET

A profitable quick moving number at a popular price

- 3 STURDY ALUMINUM CLUBHEADS (midiron, mashie-niblick, putter).
- RICH-LOOKING ATTRACTIVELY COLORED FIBRE BODY GOLF BAG WITH METAL BOTTOM AND RIM. CLUBS APPROXIMATELY 26½ INCHES, THE BAG 3½ x 21 INCHES.
- SOLID RUBBER GOLF BALL.

Sets packed 24 to carton weighing about 43 lbs.

JEFF LEE PRODUCTS
BROTHERHOOD BUILDING
HARRISBURG, PENNA.
Phones: 38214 47511

THESE "LITTLE WOMEN" DEFY COMPETITION

"MEG"
blouse with rayon ruching on right sleeve, brown hair. With pocket book.

"JO"
set ruching blouse and set ruching on edge of skirt, black hair.

"BETH"
felt blouse with heart cutout, dark blonde hair.

"AMY"
colored ruching on blouse, light blonde hair.

per dozen $11.40

Net—10 days f.o.b. N. Y. C.

These "Little Women" Dolls defy competition! There's nothing on the market at the price to compare with them. They're graceful, beautifully dressed with panty, white slip, dresses of assorted patterns and colors and matching head dress.

Mechanically, they're tops! 7½ inches tall, they have movable arms which permit dressing and undressing them. Each doll comes in an individual set-up box, and 3 dozen assorted styles are packed to a carton weighing 21 lbs.

Start your season with "LITTLE WOMEN," *the Doll "Hit of the Year."*

Cela-Brite Products Co.
1140 Broadway, New York 1, N. Y.

Said the first *Steelcraft* skipper to the second *Steelcraft* skipper . . .

FIRST SKIPPER—"Brother, she handles like a baby. Cruising at 17 mph isn't bad, especially when I know she's only burning about 3½ gallons of gas per hour."

SECOND SKIPPER—"She's just as easy on maintenance, too. That welded steel hull saves frequent repainting and repairs—and she's as light going into storage as when I put her in the water."

FIRST SKIPPER—"How can they sell a big '26-footer' at so low a price? It's under any craft of comparable size or accommodations."

SECOND SKIPPER—"If you'd seen the Churchward yard in wartime you'd understand. It's knowing steel and how to handle it, years of welding expertness, and modern production methods and layout."

FIRST SKIPPER—"Well, guess we're going to have lots of company. Now any man who can afford a car can enjoy all the pleasures of boat-owning."

SPECIFICATIONS

Length ..... 25' 11"
Beam ..... 9' 6"
Draft ..... 2' 6"
Power ..... 95 h.p., 6 cyl. Kermath "Sea Prince"

SPORT CRUISER—Cabin forward with upholstered upper and lower berth, convertible to a divan in daytime, galley with sink, fresh water and icebox opposite—toilet forward in separate compartment, 14' open fishing cockpit with sport type windshield

DAY CRUISER—Cabin forward with all appointments of Sport Cruiser—permanent shelter with 6' 2" headroom over forward half of cockpit.

SEDAN CRUISER—Cabin forward with all appointments of Sport Cruiser—cabin aft completely enclosed with complete dinette to starboard for four, convertible at night into a double bed, thus making sleeping accommodations for four in two private staterooms

Steelcraft
[PATENTS APPLIED FOR]

CHURCHWARD & COMPANY
35 Water Street, West Haven, Conn.

CHURCHWARD & CO., 17 Water St., West Haven, Conn.

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☐ New STEELCRAFT color folder
☐ Application for preferred delivery

Name.....

Address.....

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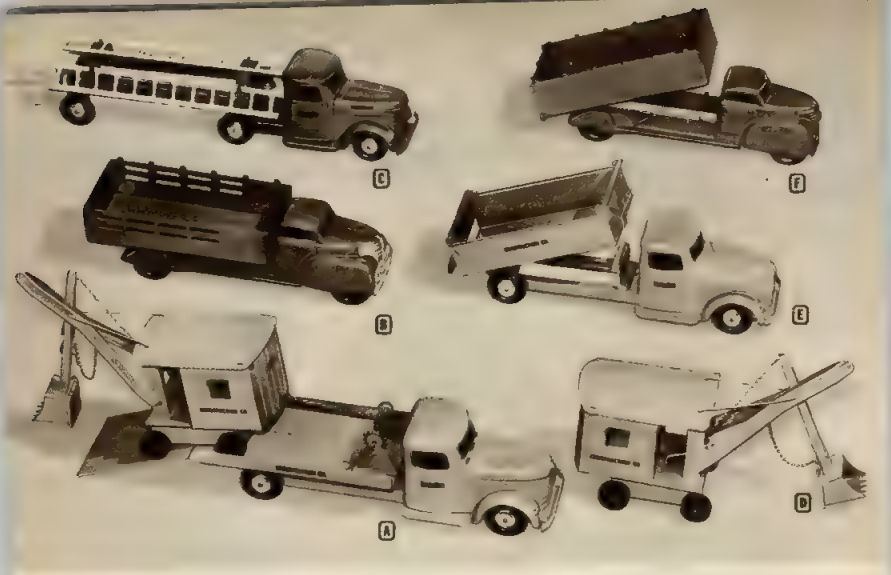

Heavy-duty Steel Trucks, Steam Shovels

A **Truck and Steam Shovel.** Two-piece Set. Like outfit used by contractors. All heavy steel. Gray Baked-on enamel. Big 22½-in. long truck has tailskid which lowers for loading steam shovel . . . hand winch for pulling it onto truck. Steam shovel 10¼ in. long, extends to 21 in. Scoop can be operated just like a big steam shovel.
48 T 5169—Shipping weight 6 lbs. 8 oz. . . . . 2-Piece Set 4.69

B **Modern All Steel Truck.** Extra big and strong for plenty of fun indoors as well as out. Stamped steel . . . heavy and durably assembled. Finished in bright baked-on enamel. Shiny radiator and dummy headlights, streamlined design. 20¼ inches long overall.
48 W 5163—Shipping weight 4 lbs. 1.79

C **Steel Hook and Ladder Fire Engine.** Little firemen can have loads of fun wheeling out the Red Engine . . . raising the ladders to perform daring "rescues." Separate cab and trailer, cab couples automatically. Three 18-inch detachable extension ladders, baked-on yellow enamel. Large bell. Hood of cab raises. 31 in. long, 6 in. wide.
48 T 5164—Shipping weight 4 lbs. 8 oz. 3.99

D **Steel Steam Shovel.** Sandbox construction "beauty" will have a grand time dredging, digging and building roads. The shovel scoops up a load, then dumps it automatically when scoop is raised with the hand crank. Made of heavy steel. 10½ inches long with scoop pulled close to cab, extends to 21 inches. Gray Baked-on enamel finish.
48 W 5161—Shipping weight 3 lbs. 1.98

E **Large Steel Dump Truck.** Big enough to carry a good load of sand or toys. Push a lever . . . the body raises . . . the tail gate swings open automatically for "dumping." Hood raises, too, to the "mechanic" can care for his "engine." All heavy steel construction, well assembled. Finished in Gray baked-on enamel. 21½ inches long overall.
48 T 5162—Shipping weight 5 lbs. 8 oz. 2.59

F **Steel Dump Truck.** Newly designed with spacious dump truck body. Will give hours of fun as youngsters load it up . . . dump it again in another spot. Shiny radiator, dummy headlights. Heavy steel, bright color baked-on enamel finish. 20¾ in. long overall.
48 W 5165—Shipping weight 4 lbs. 1.79

G **Helicopter Pull Toy.** New improved design. All metal propeller, wheel covers and body brace. Transparent plastic nose shows pilot in seat. Body smoothly finished wood. Metal gears make propeller whirl to delight child. Lacquered Red and Yellow. 10¾ in. long. Pull cord. "Hangar" box.
48 W 1357—Shipping weight 1 lb. 4 oz. 1.69

H **Steel Airplane.** Toy model of Grumman Pursuit Plane . . . can be pushed or pulled along the floor. Ruggedly built of steel with wood wheels Realistic three-blade propeller whirls around. 10½ in. long overall.
48 W 1290—Shipping weight 2 lbs. 89c

J **Streamlined Steel Pull Train.** Made especially for the amusement of small children. Pull or push it across the floor. Strong steel throughout, finished in bright Red, Blue and Black enamel. 24½ in. long, consists of locomotive with tender, detachable gondola and caboose. Steel wheels.
48 T 1281—Shipping weight 1 lb. 8 oz. 94c

K **Steel Stake Truck.** New style, modern design. Nicely finished in bright baked-on enamel. Lots of room in truck body for hauling blocks. Stake-style body. All heavy steel. 13¾ in. long overall.
48 T 1282—Shipping weight 1 lb. 6 oz. 95c

you can bank on it–

it's headed for popularity plus!

An educational, sturdy, lifetime bank, inspired by the familiar U. S. Government mail box. For the young (and older) America-Minded— to mind their pennies, nickels, dimes and quarters...

5½" in height—ALL METAL
Letterbox Green Enameled
Unique Lock & Key Tucked Beneath

Individually Boxed for Gift Giving
Packed 3 or 6 doz. to the carton

MAIL BOX BANK

$1.00 RETAIL
STANDARD DISCOUNTS

Shepard [illegible]

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N. Y. REPRESENTATIVE
C. S. JACOBSEN
200 FIFTH AVE. ROOM 313

***Patent Pending**

TRU-MATIC
SAND DIGGER

REVOLVING ACTION

ALL METAL—HEAVY STEEL CONSTRUCTION

• FOR BEACH OR SAND PILE

Packed: Individually in carton. (Semi-assembled in 2 parts)

Weight: Approximately 12 lbs. each.

Dimensions: Base 14" square — all over height 24" — length of beam with catch bucket 24".

Direct action—nothing to get out of order! Makes a complete circle—digs and dumps wherever wanted. Hand lever controls beam and depth of digging. Hand crank controls direction of bucket and length of stroke.

Made by **TRU-MATIC MACHINE & TOOL CO., MOUNT VERNON, N.Y.**

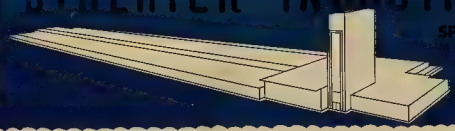
LEO Strauss & MURRAY K. Richstone

200 FIFTH AVENUE
NEW YORK, 10, N.Y.

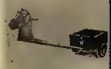
SOLE REPRESENTATIVES

STREATER INDUSTRIES INC.

SPRING PARK
MINNESOTA



STREATER KIDDIE ROCKER



Sturdy as steel—Lighter than Aluminum—Perfectly balanced—No sharp edges—Baked enamel finish. An outstanding rocking horse with a "saddle seat," designed for comfort and eye appeal. A sure seller!

Buyers' legend: 29" long, 34" high, 8" wide. Individually wrapped. Packed 6 to the shipping carton. Write today.

STREATER TOYS

BARKING UP THE *Right* TREE

Now is a good time to get down to the fact that quality is beginning to loom larger in the eye of your customer and that . . . he'll be mighty fussy about it. Because we're going to continue the honest-to-goodness quality so successfully maintained through troublous times, you'll be wise to stick to "safety-designed"

GOLDEN FLEECE TOYS OF REAL LAMBSKIN

REALLY WASHABLE! Lux Laboratories says that after 5 washings, the fur is fluffier than ever

WINCHESTER TOY COMPANY

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Smart Style

Manufacturers of Leather Goods
Everything for the Junior Cowboy
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ANNOUNCING THE FEATURES OF OUR 1946 LINE METAL CLICKER GUNS IN ALL GUN & HOLSTER SETS WITH

Two-tone leather and new embossed designs, attractively boxed. . . . Write for circulars giving detailed description of each number. Be the first in your town to feature what the "JUNIOR COWBOY" wants.

HINGEES

Are Here Now!

Write, Wire or 'Phone for Quotations

MARTIN P. KING & SON

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Andover 2342
New York Showroom: Room 363, 200 Fifth Avenue

MAKIT TOY

Builds Toys with ACTION SELLS the Year 'Round

MAKIT TOYS are proving a steady source of repeat profits—one sale usually means a repeat sale for a larger size.

Builds toys with wheels that turn. Includes 3 colors of wheels, 3 sizes of rods in 4 to 8 lengths, pressboard windmill blades. Builds mechanical toys, wagons, airplanes, doll furniture, etc. Packed in attractive 4-color cylindrical carton.

COMES IN 3 SIZES
PRIMARY Makit—85 pieces
SUPER Makit—175 pieces
JUMBO Makit—275 pieces

W. R. BENJAMIN Co.

GRANITE CITY, ILLINOIS

STRUCTO

STEEL 1946 TOYS

ON DISPLAY

AT

200 FIFTH AVE.

ROOM 538

NEW YORK

•

STRUCTO MANUFACTURING CO.

FREEPORT, ILLINOIS

Meet me at The Toy Fair
A COMPLETE NEW LINE OF
STUR-DEE Toys for 1946
PRINTED IN U.S.A.
409 GRISWOLD
Geo. C. Knight co.
CAdillac 7490
DETROIT 26, MICH.

ORDER NOW FOR SPRING SELLING

MADISON NATIONAL HOCKEY GAME

Actual Speed! Thrills! You can make all hockey plays —passes, hard shots, backhands, goal tending. Fits any card table. Endorsed by Bill Cook, ex-captain of New York Rangers.

Suggested Retail Price $12.00

Write us about your needs. Items pictured are but a few of our complete lines. See us for the Zip Metal Express Wagon, archery sets, soft balls, baseball bats, equipment for tennis, badminton and fishing.

METAL SWING with METAL STAND

For indoor or outdoor play. All metal, with exception of horse's head and seat. Sturdy construction. Handsome finish. Shipped complete, one to a carton. Suggested retail, $12.00.

GLIDER GUN

All metal gun, 9" long. Launches gliders that fly, soar and loop. Handsome. Durable. Order promptly. Quantity limited.

CLICK GUN

Black enameled metal. No projectile. Just a good, sharp click. Looks dangerous, but is safe.

NEW LOW PRICE 40c Retail

REPRESENTATIVES WANTED

Attractive proportion for representatives and jobbers in certain territories. Write.

DETROIT ATHLETIC SUPPLY

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BABYGYM

For self-selling baby gifts, feature INFANTOY Intriguing little novelties for children

TEETHERS • RATTLES

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Largest Producers of

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In America

FROHMAN PRODUCTS

28 WEST 25TH STREET • NEW YORK 10

WAtkins 9-6844

CADA Toys

The "WELL-MADE" Line

EVER POPULAR ORIGINAL AMUSING EDUCATIONAL

These fast moving items will set the pace in your toy department. . . They're proven producers the year 'round. Send for circular.

CADA PLAY BALL Pure Tyrko Filled. 11 Panels

The Cada Play Ball comes in assorted pastel and bright colors. Also in attractive colored segments and educational colors. Ideal for circus favors. Soft, stuffed—washable—sanitary. $1.00 Retail. Prices approved by O.P.A.

CADA HUMPTY DOLL

A "honey" for babies. Soft, Cuddly. Light. Cheerful. Fascinating. Washable. Sanitary.

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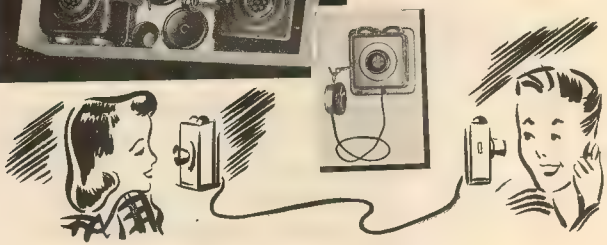
St. Nick's
STUFFED TOYS
Available thru your Jobber
St. Nick's Workshop inc.
Stuffed Toy Makers
2419 W. DIVISION ST., SANTA CLAUS BLDG.,
CHICAGO 22, ILL.

The Most Talked Over And Most Talked About
TELEPHONE SET

For Prompt Delivery

A real telephone at a toy price. Yes, a real two-way, all-metal telephone set with Bakelite receivers, precision made by communication experts, that looks, acts and works just like the real thing. Now being extensively advertised by leading Department Stores. You simply push the button, the bell rings, and conversation is carried on with utmost clarity. Great fun for the kiddies and a great boon for homes, clubs, on the farm, etc. Handsomely packed in a colorful display box. F.O.B. Meriden, Connecticut. Retails approximately $15.00.



For other outstanding items, see our complete line in Room 521, Fifth Avenue Building and the Hotel Breslin, Room 143, during the Toy Fair.

SPECIFICATIONS:

Operates on 1½-volt dry cell batteries. Each set contains two complete telephones with 100 feet of four-strand wire. By adding additional wire can be used up to 2,000 feet.

HANDSOME BRONZE-GREEN FINISH

Manufactured by Connecticut Telephone & Electric Co.

Regular Trade Discounts for Department Stores and Jobbers

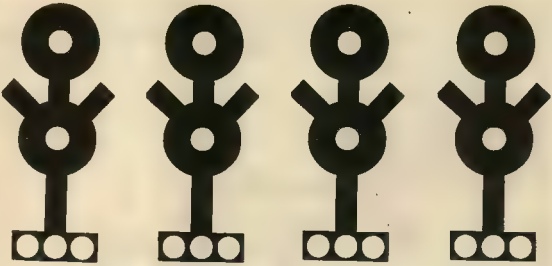
Inquiries and orders should be addressed to our showroom

Executive Offices: 16 Court Street, Brooklyn, New York
Factories: Saybrook, New London, Meriden, Old Lyme, Conn.

TEE GEE METAL INDUSTRIES INC. A TEE GEE PRODUCT

TEE GEE METAL INDUSTRIES INC.

PERMANENT SHOWROOM 521 · 200 FIFTH AVENUE, NEW YORK 10



EASY TINKERTOY | JUNIOR TINKERTOY | REGULAR TINKERTOY | SENIOR TINKERTOY

THE FOUR MUSKETEERS

ON THE MARCH TO

BETTER TIMES
BETTER PRODUCTION
BETTER SERVICE

THE TOY TINKERS INC.

EVANSTON, ILLINOIS, U. S. A.

NEW YORK DISPLAY ROOM—200 FIFTH AVE.

IT'S HERE! THE MAGIC SET EVERYONE WANTS!

MAGIC

presented by REDHILL

4 MAGIC SETS OF MYSTIFYING AND ENTERTAINING PROFESSIONAL TRICKS THAT ARE EASY TO DO,

STRIKINGLY PACKAGED BOXES WITH AN INTRIGUING MAGIC MOTIF.

REDHILL PRODUCTS

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T. M. REG. U. S. PAT. OFF.

Precision-made miniature of a standard cash register, the bell rings when a key is pressed, the cash drawer pops out, the amount indicator shoots up behind glass window on top.

Weighs 3½ lbs.
7¼" deep 6½" wide.
7¼" high

Constructed of heavy gauge steel with aluminum trim and baked-on bright red, green, or blue enamel. White plastic keys register from 1¢ to $1.00 and no-sale.

2 SENSATIONAL ACTION TOYS

from a
BEST-SELLER GROUP
by KAMKAP

"HAPPO!"

"IT'S NEW!
"IT'S FULL OF ACTION!

Just pull him by the cord attached and watch his eyes roll, his tongue move, his hat twirl. See the little ball circle his hat.

Constructed of plastic and brightly multi-colored. "HAPPO" is washable too!

KAMKAP, INC.
200 FIFTH AVENUE, NEW YORK 10, N. Y. ROOM 812

The F. F. G.*

is Pleased to

Announce a

NEW ARRIVAL

•

Name: "Freckles Bunnigund"

Weight: Heavyweight Sales Builder

Appearance: A Beauty in the Gund Tradition

Future: Everyone predicts toy-stardom for "Freckles Bunnigund"

★

See the New Gund Easter Line at all our Display Rooms

*Famous Family of Gunds

GUND means real value in STUFFED TOYS

Gund

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MANUFACTURING COMPANY

J. SWEDLIN, INC., Successor, 200 Fifth Ave., New York, N. Y.

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ANNOUNCES

PLASTIC PULL-TOYS

NEW MODELS — STURDY CONSTRUCTION

- FIRE ENGINES
- STEAMSHIPS
- TRUCKS
- AUTOS

STRIKING COLORS — POPULAR PRICES

AND AS ALWAYS
A COMPLETE LINE OF
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WASHABLE TOYS

"AMERICA'S FOREMOST LINE"

PLIOTOYS

"BOB GREENE"

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ROOM 357

A SMASH HIT AT THE TOY FAIR

The Toy Hit for Volume Sales

Sensational Companions of SEA BATTLE

Clark Manufacturing Company offers sales appeal and profit incentive in these new Kentline creations. These are in addition to the now popular, fast selling Sea Battle. Thrills galore for every youngster — adults will be amazed at the play value of these real action toys. Immediate delivery on all three sets.

Write, Wire, or Phone

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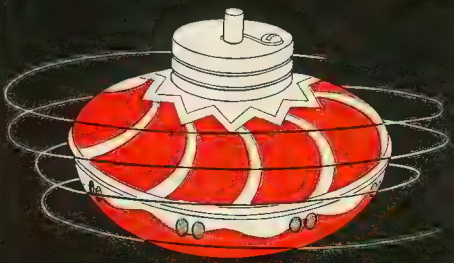
KENTLINE TOY DIVISION

3707 N. RICHARDS ST. MILWAUKEE 12, WIS.

TOP SALES
with metal singing tops



2 SIZES

- 3½" DIA. (APPROX.)
- 5" DIA. (APPROX.)

EACH PACKED IN DECORATED BOXES

BULK PACKED THREE DOZEN IN CARTONS

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DALLAS SHOW ROOM
407 N. Akard St.
DALLAS, TEXAS
JAS. VYSCO

$9.95

to Fascinate Tots and Teens

(K) BROADCASTING SET for Amateurs (to 10 yrs. of age). Young "ham" operators communicate with and broadcast to playmates. Send and receive code; Morse Code, key, chart included. 2 plastic radio stations each 9½x6x9 in.; direct reading station selectors, electronic volume controls, current meters with moving needle. 2 super microphones incl. Plug-in connections. Requires 2 Radio "A" batteries (not incl., order (1) below). Instructions.

48 T 2303 Wt. 2 lbs. 8 oz....6.95

ORDER BATTERIES HERE

Cat. No.	Type	Wt.	Ea
(1) 62W23	Radio A	4 oz.	12c
(2) 62W6	Radio C	2 oz.	12c

Do Your Christmas Shopping Early While Stocks Are Complete; Use Your Credit, see Page 328.

(L) FIREBIRD "9". It's Brand New! This beautifully designed modern automobile dashboard will fascinate youngsters from 2 to 8 years of age. Just like Dad—they will insert and switch on the ignition key, turn on the motorized windshield wiper, steer to the right or left, blow the horn, adjust the rear view mirror, while watching the speedometer accelerate realistically. It is even equipped with modern directional signals that blink in the direction you steer!

Completely motorized (battery-operated); requires 2 Radio "A" batteries (not incl., order (1) at left). Dashboard about 13¼x6¾x9¾ in.; made of sturdy, brightly colored plastic.

48 T 2258—Ship. wt. 2 lbs. 8 oz. 6.45

(M) RADAR ROCKET CANNON. Made by Remco—for hours of thrilling play. "Radar operator" with regulation microphone and head set communicates over loudspeaker while youngster with hand microphone plays part of "aircraft spotter". Spotter reports "enemy plane"; then operator releases flying rocket plane from "electronic cannon" as moving-plane-targets appear on "TV" screen. Radar antenna rotates, picks up "beep" signals. Includes Telegraph Key, Morse Code chart, 25 ft. Wire, 2 Microphones, 1 Head Set. Black, yellow plastic cannon; 21½ in. long. Requires 2 Radio "A" batteries (not incl., order (1) at left). Complete Instructions included.

48 T 2216—Ship. wt. 2 lbs. 8 oz.....6.45

NEW NAVY "POM POM" GUN

- Realistic "Anti-Aircraft" Action
- Makes "Pom . . . Pom" Sound When Firing
- Motorized Gun Rotates . . . Recoils

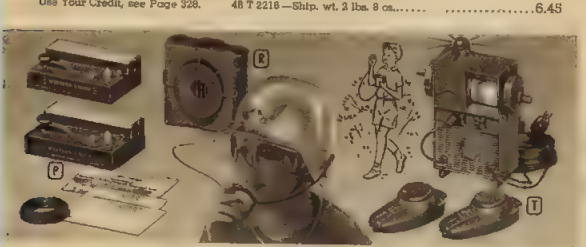
(N) IT WILL AMAZE THE YOUNGSTERS . . . and delight Dad Too! Just press the firing trigger: the panel lights up and the exciting Pom Pom gun goes into action, twin barrels fire and recoil—over and over—with a booming "Pom Pom" sound. You'll imagine you're engaged in anti-aircraft action aboard a real Navy vessel.

Hand wheel gear raises and lowers the twin aluminum Pom Pom barrels to track down targets; move lever to rotate entire gun area a full 350° in either direction. Control levers located in remote position on the gun emplacement.

Gun is completely motorized (2 motors); operates from 4 Radio "A" batteries (not incl., order (1) at left). Made of sturdy colorful plastic, 19x8½x8½ in. overall. Sells Nationally for $12.95.

48 T 2261—Ship. wt. 3 lbs. 8 oz.....9.95

OTHER SCIENTIFIC Toys Pgs. 254-257 . . . larger selection than you'll find in Department Stores.



$7.45

Send and Receive Telegrams, Secret Messages With Your Pals

(P) "WESTERN UNION" Telegraph Set. For children 8 years and up. It clicks out telegraphic messages in Morse Code; it flashes for night signaling; it buzzes for wireless! It's really fun.

Operator's Manual shows you how to send and receive messages in real Morse Code. Supply of miniature Western Union blanks included to record your telegrams.

2 enameled steel signal sets with transmitting key; each 3x5 in. 50 ft. wire incl. Needs 4 Radio "A" batteries (not incl., order (1) above). Shipping weight 1 lb. 8 oz.

48 T 2268 .....Set 1.84

(R) "TEST PILOT" HELMET. (Ages to 10). Talk into microphone, hear your voice loud, clear come from loudspeaker attached to your belt. Broadcast messages, send code signals. Like real "Test" and "Jet" pilots wear in supersonic flight.

White plastic helmet, rolled edges; movable "goggles" of clear plastic. Adjustable chin strap, soft plastic lining for cushioned head protection; fits all head sizes.

Microphone is held by wire side arms attached to helmet, leaves hands free for "controls". Needs 4 Radio "C" batteries (not included, order (2) from Chart above).

48 T 2308—Wt. 3 lbs. 8 oz..3.67

(T) U.S. MARINE CORPS Field Station. (Ages to 10). It's a real electronic Walkie Talkie with 2 field phones like the Marines use to keep in touch with other units on troop maneuvers or in real combat.

Relay messages for a distance of up to 50 ft. Ideal for scouting trips or backyard bivouacs. Generator-type field unit is battery-powered; requires 1 Radio "A" battery (not incl., order (1) above). Instructions.

Set includes 2 sturdy plastic field phones in authentic Marine Corps green; generator unit; 50 ft. of insulated connecting wire to transmit sound.

48 T 2325—Wt. 14 oz.....3.45

THRILL TO "BIG MAX"

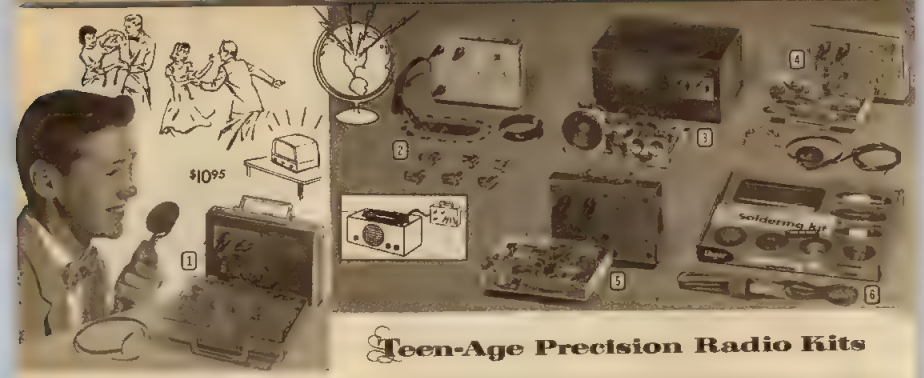
- Real Electronic Conveyor-Belt Action
- Powerful Electro-Magnetic "Pick-Up" Arms
- Loads Truck By Electronic Control

(U) WATCH "BIG MAX" GO INTO ACTION! Just move levers on operating panel to put "Big Max" to work loading bolts into truck.

He is completely motorized; will turn 360° in any direction. His electro-magnetic arms reach into bins and pick up metal pieces; then he turns and deposits them on the motorized conveyor belt which carries them to the truck. Conveyor belt operates forward or reverse so truck can be loaded from either side of platform. Big Max's head light flashes brilliantly as he works.

Made of brightly colored high-impact plastic; abt. 12x12x8½ in. Needs 4 Radio "A" batteries (not incl., order (1) above). Metal pieces incl.

48 T 2251—Ship. wt. 3 lbs. 8 oz.....7.45



Teen-Age Precision Radio Kits

NEW COMBINATION

BROADCASTER-RECEIVER KIT

1 DESIGNED FOR TEEN-AGE FUN. Exclusive at Wards. Build a 1-tube Radio Receiver that readily converts to a Broadcast Set (with limited range up to 50 ft.). Broadcasts harmlessly through your table or console radio—with no wire connections just set dial between stations. Adjust radio volume control for loudness of broadcast. Use as P.A. System at parties, dances. Have amateur broadcasting fun!

Includes Plastic Case, 3A5 Vacuum Tube, Hi-Gain Ferrite Rod Antenna, 1000-OHM Speaker-Head Phone Set, Microphone (adjustable for use as floor or table model), wire, hardware. Requires 1 Radio "A" Battery, 1 Radio "B" Battery (not incl., order (1) (3) below).

48 T 2215—Ship. wt. 3 lbs. 8 oz. 10.95

Order Your Batteries Here

Article No.	Type	Wt.	Price
(1) 62 W 23	Radio A	4 oz.	Ea. 12c
(2) 62 W 6	Radio C	2 oz.	Ea. 12c
(3) 62 W 79	Radio B	14 oz.	Ea $2.10
(4) 62 T 7	9V Radio B	4 oz.	Ea. 1.10
(5) 62 T 87	30V Radio A	4 oz.	Ea. 1.39

1 TO 6 REAL RADIO KITS TO ASSEMBLE (for ages 8 to 16). Have the thrill and excitement of listening to a radio you have built yourself! All precision-engineered; easily assembled with screwdriver; wires fit into clips. Instruction diagram with each Kit. Attractive pre-assembled cases. All operate on Standard Broadcast Band; tested and approved by Wards Laboratory.

2 SHORT WAVE CONVERTER KIT for Teen-Age Radio Enthusiasts. Without any connection to your radio, this set brings you broadcasts from all over the world—through your own table or console radio! Tune in between stations; Converter Set harmlessly picks up Short Wave Broadcasts through your set with full range of 3 to 18½ Megacycles.

Includes Plastic Case; Chassis; 3A5 Vacuum Tube; 3 sets plug-in Coils for varying ranges of reception; Oscillator, Mixer Coils; 25-ft. wire (ground, aerial). Requires 2 Radio "C" Batteries, 1 Radio "B" Battery (not incl., order (2) (3) this page). Instructions. Nationally advertised for $15.95.

48 T 2211—Ship. wt. 3 lbs. 8 oz. 12.75

3 2-TUBE RADIO KIT. Handsome hand-rubbed mahogany cabinet, pre-assembled, with built-in 3½-in. PM Alnico speaker. Reception power for local or distant stations. Size of base: 10¼x8½ in. Includes: Grille Cloth; Ferrite Core Antenna Coil; Selector and Volume Controls. Easy to build—no soldering necessary; wires fit easily into clips. Requires 1 Radio "A" Battery, 1 Radio "B" Battery (not included; order (1) (3) this page). This set is Nationally advertised for $16.85.

48 T 2302—Ship. wt. 3 lbs. 10 oz. 11.95

4 1-TUBE PORTABLE RADIO KIT. Plastic Case; 1000 OHM Head Set; 3A5 Vacuum Tube; Hi Gain Ferrite Rod Antenna; 25-ft Antenna Wire, all assembly parts. Requires 1 Radio "A", 1 Radio "B" Battery (not incl., order (1) (3) this page). Nationally Advertised for $11.95.

48 T 2219—7x5x1½ in. Wt. 2 lbs. 4 oz. 8.95

5 "TWIN-TRANSISTOR" PORTABLE RADIO KIT. Our finest! Red plastic portable Case; 4-in. PM Alnico Speaker; Germanium Diode; 2 high-efficiency Transistors (no tubes needed). Includes all necessary assembly parts; no soldering necessary. Receives local and neighboring stations. Requires 1 9-volt Battery (not incl., order (4) this page). Nationally Advertised for $23.95.

48 T 2308—7½x5x1½ in. Ship. wt. 3 lbs. ..17.95

6 SOLDERING KIT. Prolong the life and improve the performance of your Kit Radio by permanently soldering connections. Includes handle; Heating Element; heavy-duty 825° Soldering Tip; Tiplet for fine soldering; Terminal Connectors; Insulating Tape; Resin Core Solder; Trouble Light; Circuit Tester; UL Approved for 110 to 120 volts AC or DC. Instructions included.

48 T 2228—Ship. wt. 1 lb. 6 oz. 4.49

Easy-to-Build Radio Sets Make Popular Gifts for Junior Enthusiasts

7 SOLAR-BATTERY TRANSISTOR RECEIVER KIT. It's Brand New! "Miracle" Solar-Battery gets its energy directly from the sun! Plastic Case; 1000 OHM Head Set; Audio Transistor; Germanium Diode Crystal; 25-ft. Antenna Wire, other parts. When there's no sun, use 1 "C" Battery (not incl., order (2) this page above). Instr.

48 T 2223—Exclusive at Wards. Ship. wt. 2 lbs. 4 oz. 6.95

8 "HANDY WALKIE." Easy-to-operate hand radio for children 8 yrs. and up. Miniature 1-tube set—perfect for scouting trips, sports; receives local stations. Removable 9-in. Antenna; Earphones; On-Off Switch, Volume Control; 10-ft. ground wire for indoors. Requires 1 Radio "C" Battery, 1 30V Radio "A" Battery (not incl., order (2) (5) this page above). Instructions. Nationally Advertised for $11.95.

48 T 2249—Case 4¾x2⅞x1½ in. Ship. wt. 1 lb. 4 oz. 7.95

9 REMCO CRYSTAL RADIO KIT. Sturdy Plastic Case; 1500 OHM Earphones; Fixed Crystal, plug-ins for antenna, headphones, ground. 50-ft. Wire. Easy to assemble; needs no batteries. Easy-to-follow instructions incl. This kit Nationally Advertised for $3.98.

48 W 2247—Base 6x2½ in. Ship. wt. 1 lb. 4 oz. 3.49

10 REMCO TRANSISTOR RADIO KIT. Easy to assemble. Plastic Cabinet; Station Selector; 1500 OHM Head Phones; Diode Detector; 50-ft. Wire; other assembly parts. Instructions. Requires 1 Radio "A" Battery (not incl., order (1) this page above.). Nationally Advertised for $6.95.

48 T 2221—8x5x3 in. Ship. wt. 3 lbs. 5.75

11 BROADCAST SYSTEM-TRANSISTOR RADIO KIT by Remco. Have fun announcing your own broadcasts—or pick up favorite local radio programs! Kit includes all assembly parts for professional-type Transistor Radio Set: Plastic Cabinet; 4-in. Alnico Speaker; 1500 OHM Head Set; Diode Detector; Station Tuner; necessary wires. Also powerful Microphone for broadcasting. Instructions. 17x3¼x8½ in. Requires 3 Radio "C" Batteries (not incl., order (2) this page above). Nationally Advertised for $9.95.

48 T 2225—Ship. wt. 3 lbs. 8 oz. 7.75

Shootin' for bigger profit?

HIT THE BULLSEYE WITH

PERRY GUNS

Win your share of worthwhile profits by featuring this sure shootin', sales-winning pair—the Perry Pistol and the Perry Rifle! They're breaking all sales records because kids go for their realistic looks and their plunger-type action which shoots cork bullets 30 feet.

PERRY RIFLE R 46

The Perry Model R-46 Nu-Matic Rifle is a full length rifle with fool-proof action. All steel barrel with gun metal finish. Eight cork bullets.

The new Perry pistol comes complete with a genuine leather holster and cartridge belt, 8 cork bullets, and a large target. Three-stop plunger controls power.

PERRY PISTOL P 46

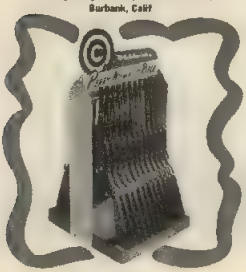
Feature the big, attention-getting Perry Rifle Display shown below. It's an impressive aid to bigger and better sales. Use the Perry Pistol target card for an attractive counter display. Order now for immediate delivery. All shipments F.O.B. Burbank, California.

Terms 2 10 R.O.G. Order from your local jobber.

PERRY TOYS, Inc.

72 W. Alameda, Burbank, Calif.

Formerly Perry Gun Co., 611 S. Flower St. Burbank, Calif



"WHAT ABOUT SALES?"

This is the title of a new booklet produced by Bauer, Rieger & Clayton, Inc., Republic Bldg., Chicago 4, Ill., factory representatives. The booklet emphasizes the fact that "distribution is now the No. 1

AARON S. BAUER

job," and says: "Proper and profitable distribution will become the most vital single thing with which the manufacturer must deal. Success will depend on a closer and closer working relationship between manufacturer and retailer. Both must sell—at a profit. This can best be accomplished by personal contact—contact made by specialists acting as manufacturers' representatives."

(Continued on page 110)

HARRY W. RIEGER

GILBERT M. CLAYTON

DA-DA TOYS No. 7 & 14

Balance Toys

Size of Box: 13"x8"x1"

Put-Together Pull Toy

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Size of Box: 8"x6½"x3"

Jasper, Margie & Mugsy

DOLLS
METAL TOYS
BLACKBOARDS
STUFFED TOYS
FUR & PLUSH ANIMALS
PLASTIC TOYS

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NEW SHOWROOM

BELMONT AND CLARK
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DA-DA TOYS CO.

68 W. WASHINGTON, CHICAGO 2

CASH IN WITH THIS SENSATIONAL, NEW

MAGNA-VUE *Electric* PROJECTOR

MAKES DRAWING EASY

to retail at $3.95* (O.P.A. Price Approved) exclusive of bulb
*Slightly higher west of Rockies.

50,000 SOLD AS SOON AS RELEASED!

Here's the sure-fire, profit-making item that is sweeping toy departments all over the country. An educational toy that sells to parents as well as children. It makes drawing easy . . . enlarges . . . projects . . . teaches, and has 101 other fascinating uses. Orders now pouring in from satisfied buyers all over the country because of the amazing success of the MAGNA-VUE projector . . . No off-seasons with MAGNA-VUE . . . it's definitely a *WANTED* item you can stock from January right through December. Get on the profit wagon now. Take advantage of the big national consumer advertising campaign, dealer helps and tremendous publicity program behind MAGNA-VUE.

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MAGNA-VUE COMPANY
a subsidiary of Charles Bessler Co., manufacturers of scientific still projectors since 1869.
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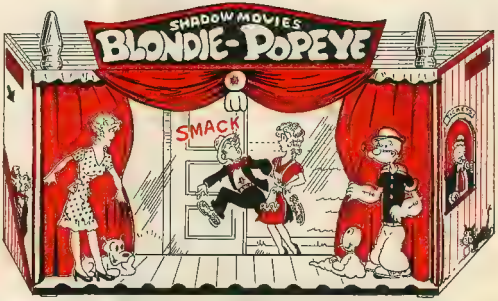
ORDER TODAY

Enlarges stamps, coins, photographs, newspaper clippings, biological, botanical and scientific specimens up to 2 feet in diameter . . every detail perfectly legible and in actual color. All steel construction . . . baked enamel finish . . . 7½" high, 10" wide, 4½" deep. Optically ground and polished lenses. Takes any electric bulb from 40 to 100 watts. Will not overheat. Complete with 6-foot cord, plug and comic sheet material for projection. Instruction booklet. Individually boxed. 12 to a shipping carton, weighing approximately 30 lbs.

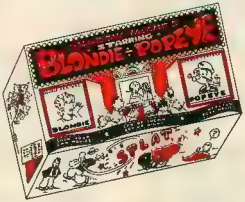
SMASH HIT for '46

SHADOW MOVIES

STARRING



MOVIE FUN + PLUS ACTION



Shadow Movies is packaged in an attractive, beautiful box printed in 4 colors. Size 9" x 5¼". Packed 6 doz. to the carton.

"SHADOW MOVIES" starring those world-famous characters of the silver screen and comic strips: "BLONDIE and POPEYE," along with other comic stars, is now Ready. "SHADOW MOVIES" is new, unique and an outstanding item.

SUGGESTED RETAIL PRICE
25¢

COLORFUL REEL STARS
REEL FUN AND ACTION

SAM WEISMAN
ROOM 209

200 FIFTH AVE., NEW YORK 10
MANUFACTURED BY HOB-E TOY COMPANY, PHILADELPHIA, PA.

WE ARE MODEL RAILROAD HEADQUARTERS

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The recognized authority in the field. Consistently performing the outstanding reporting job of the model railroad hobby for more than 11 years under the same management. Displays more model railroad advertising than all other model magazines combined. Net paid circulation more than 18,000 —A.B.C. **25 cents per copy**

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Now in its Fifth Revised Edition, it is the only comprehensive standard reference work accepted by Model Railroaders. It includes construction plans, photographs, outlines of construction methods, a new signal section and electrical circuit diagrams. Cross indexed. **$3.00**

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Necessary basic reading in Track and Layout design, permitting original and individualism yet maintaining essentials of good model railroading. Tried and proved layout and construction plans are illustrated in detail. **$1.00**

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A manual of comprehensive general instructions for the scale model railroad fan to familiarize him with model practice construction methods, terminology and planning. **$3.00**

HOW TO RUN A MODEL RAILROAD

How to have fun with your model railroad using actual railroad operating procedures in freight switching, train make-up, yard practices, and running according to time table and train order. For individual model fans or model clubs. **$2.00**

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1027 N. 7TH ST., MILWAUKEE 3, WISCONSIN

REALISM! . . . It's here! Make this famous and familiar carrier of the "Great American Scene!" You've seen some model Beauties . . . but here's Detail that goes even further. Each precision-perfect part is a model in itself. All of them are completely shaped, and assemble in a realistic way. No carving or sanding necessary! It's a one evening job with beautiful results.

140 PARTS and FITTINGS

Complete and Detailed Plans . . . Including Sub-Assemblies

895 RETAIL*

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5 GREAT BOOKS!

NEW! WYLAM BOOK II. Another great Wylam! Sparkles with "gems of realism" in scale drawings. Execution perfect . . . omits nothing important, yet eliminates "exhausting" detail. Full plans Wright Bros. Original Flyer E-8; Aircomet, Northrop A-17A, Lycoming R-680 Engine Black Widow Martin A-22 Thunderbolt, Marauder Vought Vindicator, Avro Lancaster I, Air Bombs B-4 B-17 Fokker D-1 Mustang, World War I SPAD S Mitsubishi Oil-01, PBY-5A Catalina, P-40 Warhawk, Curtiss P-8P-3 Hellcat, Curtiss Helldiver **Retail $1.50**

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FLYING SCALE MODELS. Beautiful collection detailed plans, photos and instructions for 10 flying scale military planes. By Stahl, Weiss and Strubl. Also prop design data and helpful construction hints. **Retail $1.50**

AIR AGE GAS MODELS. Cream of Star Performers! 21 complete Gas plans plus photos, full details. Sectional, National and International Winners by Stahl, Strnek, Shulman, Tabli, Lanzo, Ehling, Conant, Schwab, Simmons, Murray, Strubl, Weathers, Ahrens, and Evalenko. Plans are clear, sharp, accurate. Full descriptions for A, B or C motor. Some Control-Line and Tailless. Also, fascinating articles, suggestions. **Retail $2.50**

MODEL AIRPLANE DESIGN. 256 Pages. 305 Diagrams and Plans. In itself "2 Great Books in 1"! I. Complete Model Flying Instructor. By C. H. Grant. Teaches ANYONE to produce fine fliers. 30 years of experience beautifully compiled. Fine for beginners or advanced.

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Have all these five books on display. Liberal dealer and jobber discounts.

Air Age Publications, 551 Fifth Ave., New York 17
Publishers of Model Airplane News Magazine!

AIR AGE PUBLICATIONS

Hard-to-Break Plastic Tea Sets

A A lovely new toy Tea Set for the little hostess. Clear Ivory color plastic that looks and feels like real china. Teapot, sugar bowl and cream pitcher copied from a very fine adult set. Pieces are light and daintily shaped, each with raised design. Look fragile but actually they're tough and almost unbreakable. Teapot 4¾ in. high, plates 3⅞ in. across, other pieces in proportion. Knives, forks, spoons also of Ivory colored plastic. Offered below in a 40-Pc. Set (Service for 8), a 28-Pc. Set (Service for 4), and a 16-Pc. Set (Service for 2).

40-Piece Tea Set 2.29

6 each Cups, Saucers
6 four-in. Plates
1 Teapot and Cover
1 Sugar Bowl
1 Cream Pitcher
6 each Knives, Forks, Spoons
6 Paper Napkins

48 T 4694—40-Pc. Set (not counting Napkins). Service for Six. Shipping weight 1 lb. $2.29

28-Piece Tea Set 1.69

4 each Cups, Saucers
4 four-in. Plates
1 Teapot and Cover
1 Sugar Bowl
1 Cream Pitcher
4 each Knives, Forks, Spoons
4 Paper Napkins

48 T 4693—28-Pc. Set (not counting Napkins). Service for Four. Shipping weight 8 oz $1.69

16-Piece Tea Set 98c

2 each Cups, Saucers
2 four-in. Plates
1 Teapot and Cover
1 Sugar Bowl
1 Cream Pitcher
2 each Knives, Forks, Spoons
2 Paper Napkins

48 T 4692—16-Pc. Set (not counting Napkins). Service for Two. Shipping weight 5 oz 98c

B 8-Piece Plastic Casserole, Gravy Boat and Platter Set. Extra dishes in Ivory color plastic to supplement toy tea sets above: 6-in. Casserole with Cover; 5-in. Gravy Boat on Plate with Ladle; 5½-in. Platter

48 T 4695—Plastic Casserole, Gravy Boat and Platter Set. Matches toy Tea Sets above. Ship. wt. 10 oz. 1.69

IT'S FUN TO COLOR, TRACE, PASTE . . . AND FOLLOW THE DOTS

C Two Boxes of Coloring and Drawing Books . . . eight books in all, with fascinating pictures to color and outline.

Box of 4 Coloring Books. Outline pictures on one page, colored pictures on opposite page. Child learns to color by copying. Books 10½ by 7½ in.

Box of 4 "Follow-The-Dot" Books. Dots are numbered . . . child follows dots with his pencil and creates a familiar object. The finished drawing is in the nature of a surprise. Books measure 10½ by 8⅛ in. Nicely boxed.

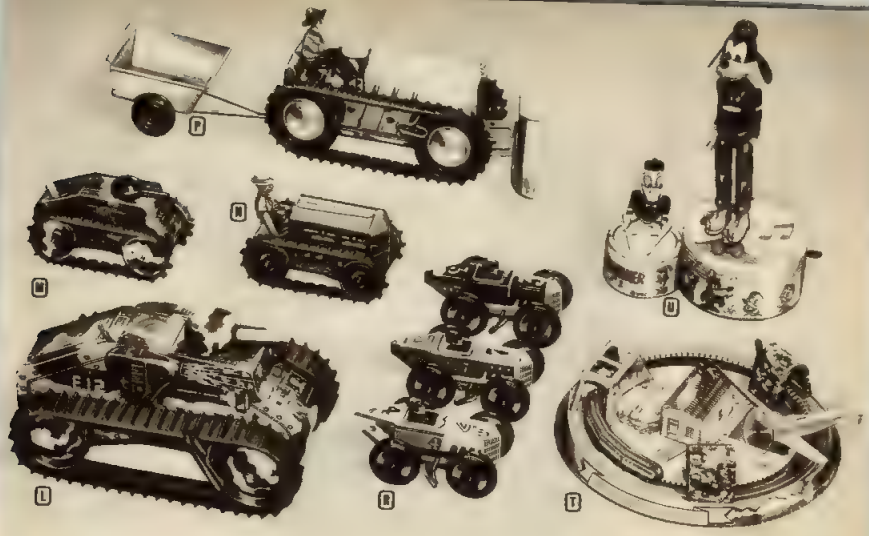
48 T 574—2 Boxes (4 Coloring and 4 Drawing Books). Wt. 2 lbs. 1.15

D Two Boxes of Activity Books. Two boxes of tracing and pasting books, complete gifts for two children . . . will give hours of entertainment.

Box of 4 Tracing Books, 10½ by 7⅞ in. Inter-leaved with sheets of tracing paper. Chart can move, save and erase. Neatly boxed.

Box of 4 Books "Paste No Without Paste." Books have outline drawings with sheets of colored pieces to cut out, moisten and mount. Pieces have gummed backs—no paste needed. Books are 10¼ by 8 in. Boxed.

48 T 573—Two Boxes (8 Activity Books). Wt. 3 lbs. 4 oz. Complete 1.15



Metal Wind-up Toys...Full of Action

L **Sparkling Wind-Up Tank.** Real action for the playroom General. Climbs steep grades, shooting harmless sparks and makes a rat-a-tat noise like a machine gun. Strong clockwork wind-up motor, wide rubber treads. Brake lever. Metal, lithographed realistically. 10 in. long.
48 W 2812 –Shipping weight 2 lbs. 8 oz. 2.98

M **Small Climbing Tank.** Wind it up . . . release the brake lever and watch it climb up slopes and over small obstacles. Strong spiral motor. Gun turret on top . . . sure-grip endless rubber treads. Realistically lithographed metal. 5¼ inches long.
48 T 2821—Shipping weight 8 oz. 69c

N **Climbing Tractor.** Equipped with sure-grip endless rubber treads. Climbs steep grades . . . runs over obstacles like a real tractor. Strong spring wind-up motor. Brake lever. Hook at rear for attaching other toys. Metal, lithographed realistically. 5¼ in. long.
48 T 2822—Shipping weight 8 oz. 69c

P **Climbing Tractor with Detachable Trailer and Grader.** All aluminum with rubber treads. Strong clock spring wind-up motor drives tractor up grades and over obstacles. Brake lever. Tractor 8½ in. long.

DO NOT ORDER BEFORE NOVEMBER 15

48 T 2820—Shipping weight 1 lb. 12 oz. 1.98

Q **Set of 3 Mechanical Racers.** Wind them all up . . . set them all . . . and may the best car win! You can hold your own races with these 3 little wind-up speedsters. Each a different color. Made of metal, realistically lithographed. Strong spiral spring motors. Large balloon type metal wheels. Each car 5 inches long. These are toys that a boy will love to carry around with him, play with all day long.
48 T 2302—Shipping weight 1 lb. ..... Set of 3 .... 1.10

T **Honeymoon Express.** There's lots of color and action in this toy. Wind it up . . little streamlined train speeds around through tunnels, over bridge. At the same time a miniature airplane circles above it. All lithographed metal. Set-up designed and colored to show variety of landscape. Operates by long running clockspring motor. Brake lever; start and stop train at will. Amusing for youngsters.
48 T 2324 -9¼-inch diameter. Shipping weight 1 lb. 99c

U **Walt Disney's Donald Duck Duet.** Donald and Goofy convert in a most comical fashion. Wind it up . . . Donald beats a drum while Goofy dances a jig on the top of another drum. All metal, lithographed in bright colors. These famous Disney Characters will entertain youngsters for a long time. Spiral spring motor. Lever for starting. 10 in. high to top of Goofy's head.

DO NOT ORDER BEFORE NOVEMBER 15

48 T 2825—Shipping weight 1 lb. 1.49

V **Diving Submarine.** It submerges, runs under water, rises again! Wind it up and watch it navigate in bath-tub maneuvers. Rudder adjusts to turn sub to right, left, or in circle. Gun on Deck. Dives 2 to 5 feet, depending on the angle of adjustable fin. Colored metal body, painted to show the details of a submarine. 13 inches long. Metal keel.
48 T 2814—Shipping weight 1 lb. 8 oz. 1.29

W **Coast Guard Row Boat.** Pull it along and the little sailor rows vigorously. Boat is sturdy metal with smooth-rolling rubber wheels. Wood sailor pulls on plastic oars. A trim little craft, just the thing for a land-locked "sea-going" youngster. The boat is brightly painted and made to be used as boat house. (A mechanical pull toy, does not wind up.)
48 T 1358—Boat 11¼ in. long. Shipping weight 1 lb. 10 oz. 1.89

1946 WORKRITE HIT PARADE

No. 23 WORKRITE MUSICAL MERRY GO ROUND

Everything a child could dream of in this one marvelous toy.

- NO WINDING NECESSARY
- FOOLPROOF MECHANISM
- SIMPLE OPERATION
- SMOOTH RUNNING QUALITIES
- STURDY METAL CONSTRUCTION

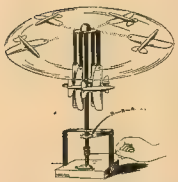
Finished in red and blue enamel, decorated with four-color decal. 9¾ inches in diameter, 5¼ inches high. Packed in individual boxes, printed in three eye-catching colors. Shipping weight 15 lbs. per dozen.

No. 22 WORKRITE JACK IN BOX

An old time, TOP favorite is back again.
This fast action toy is designed for volume sales.

- STRONG, ROUND METAL CONTAINER
- HINGE AND COVER RELEASE ALSO METAL
- BRIGHTLY COLORED LABEL WITH REAL CHILD APPEAL
- JACK'S FACE IS HAPPY AND AMUSING, AND DONE IN FOUR COLORS
- TOP IS DECORATED WITH ATTRACTIVE, FOUR-COLOR DECAL

Height closed, 5 inches; diameter, 4 inches. Packed in individual, colored boxes. Shipping weight, 6 lbs. per dozen.



No. 18 WORKRITE WHIRL-A-PLANE

Just pull the string and four planes take off and gradually rise until they fly in a 16-inch circle, 12 inches high.

- SELF WINDING
- METAL
- ACTION
- NOISE
- BRILLIANT COLORS

Beautifully finished in red and blue enamel, decorated with a four-color decal. Packed in individual boxes printed in color. Shipping weight, 12 lbs. per dozen

ALL ORDERS OF 100 lbs. OR MORE ARE PREPAID
Write for large illustrated circular with prices.

WORKRITE PRODUCTS CO., GLENDALE, CALIFORNIA

(Manufacturing Since 1906)

SALES OFFICE: WORKRITE PRODUCTS CO., 307 WEST 8th STREET, LOS ANGELES, CALIFORNIA

Prompt Deliveries • Place Orders NOW!

BIG • All-Aluminum TRAILER-TRUCK TOY

Just like the big trucks on the highways! Strong and sturdy... rigid construction... all-aluminum bright natural finish. Plastic wheels. Attractive...well made...a delightful toy any child will enjoy.

Length overall 20 inches
Width 6 inches
Height 8 inches

Packed one in a box; shipping weight in container 2 lbs. each. 24 to a crate.

List **$3.50** each
F. O. B. San Francisco

MANUFACTURERS TRIWAY CO. EXPORTERS DISTRIBUTORS

LIBERAL DISCOUNT TO JOBBERS

Write for information

TRIWAY CO. • 389 Valencia St. • San Francisco 3, Calif.

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The Ideal Headquarters for Toy Men

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Reservations - -
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John J. Bradasch
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- Located in the heart of the Toy District.
- DeLuxe rooms and suites, as well as accommodations for groups and meetings.
- Completely remodeled, redecorated and refurnished—everything for your comfort and convenience.

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MASTER TABLE O' FUN

A Joy to the Child—
A Blessing to the Parents!

The only really NEW toy created in the last 10 years.

Prompt Delivery!

The FIBRO Corp.
510 FIRST AVE. NO.
MINNEAPOLIS 2, MINN

COLORFUL, REALISTIC TOY PISTOL

LENGTH: 5 5/8 inches
HEIGHT: 3 3/4 inches
THICKNESS: 15/16 inch

An extremely popular toy that sells on sight. A gun that really works, yet is absolutely safe!

This toy is a smash hit with the youngsters! A pistol that really works—pull the trigger and it goes off with a loud click. Looks like the real thing, yet it's absolutely harmless. Requires no loading and there are no delicate parts to get out of order. Made of durable molded plastic in brilliant red, black or blue with black trigger.

Inquiries are wanted; address

MACK MOLDING COMPANY, INC.
140 MAIN STREET, WAYNE, NEW JERSEY

DURABLE TRIGGER *CLICKS!* WITH SLIGHTEST PRESSURE

WAYNE DOLLS

Popular Price

Neatly Dressed

Moving Eyes—Voices

Good Deliveries

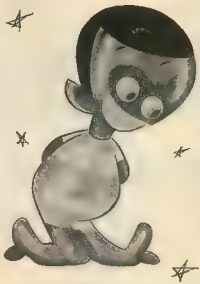
Showroom—
16 W. 23rd St.,
New York 10

WAYNE PROD. CO., Inc.

1946 Stars

FEATURED BY

Trixy NOVELTY COMPANY



Jasper

© OF GEORGE PAL'S PUPPETOONS

Sales success is assured for our Jasper. The only stuffed doll styled after the star of Paramount's prize winning George Pal Puppetoons. Jasper's proven popularity on the screen will be maintained through the release of 16 shorts scheduled for 1946.

We have exclusive rights to manufacture dolls based on all the stars of George Pal's Puppetoons. Get on the bandwagon to greater sales and better profits. Individually boxed.

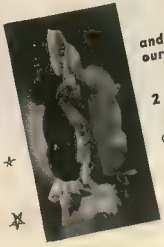
and the TRIXY TWINS

Muggsy & Margie

REG. U. S. PAT. OFF.

The loveable hill-billy youngsters that will warm your heart with their bright cheery smiles and colorful costumes. A brilliant future is predicted for the twins. Sold and boxed individually.

Pat. Pending



and our already famous

TRIXY 2 FACED DOLL

Design patent 140,956
Construction patent pending

SEND FOR COMPLETE INFORMATION.

Trixy NOVELTY CO.,
30 East 23rd Street, New York 10, N. Y.
ALgonquin 4-5065

TRIXY WILL BE AT THE TOY FAIR — ROOM 310, HOTEL BRESLIN

69-ft. DIESEL CRUISER

JINIA III

Built in 1940 for MR. ARTHUR M. STONER, Hartford, Conn.

Another TRUMPY-BUILT combination of smart designing, enduring construction and economical operation, which is prophetic of our post-war creations—from 55- to 120-footers.

JOHN TRUMPY & SONS, INC.
FORMERLY MATHIS YACHT BUILDING CO
GLOUCESTER CITY, N. J.

100 YEARS BUILDING SHIPS

"Remind me to buy another ZIPPO —this one I'm preservin'."

Yes, returning service men don't want to lose that faithful ZIPPO Lighter that they carried from beach heads to victory. Too many precious memories, too much faithful service—to risk mislaying that pocket pal.

$2.50 RETAIL

To avoid such a tragedy the veteran is preservin' this ZIPPO for posterity, along with service ribbons and insignias, *and is buying a new ZIPPO* for everyday use.

ZIPPO is lifetime guaranteed—no one ever paid a cent to repair a ZIPPO

ZIPPO MFG. CO.
Dept. MB
Bradford, Pa.

ZIPPO Windproof LIGHTER

THOMPSON ENGINEERING CO.

FOR THOSE who choose to ply uncounted miles of protected, shallow waters throughout our great and beautiful watershed, and perhaps on occasion to venture into more rugged waters safely, the post-war production of Thompson Engineering Company, marine engineering firm of Grand Rapids, Michigan, now discloses a new, large capacity boat of modest draft.

The 14-foot lapstrake skiff will be popularly priced because of its production volume characteristics. It is powered with a new inboard, air-cooled marine engine, available in 2, 3 and 6 h.p. models, and is equipped with a 30 plate, 100 per cent reverse clutch.

Features are the compactness of the power-unit, and the generous capacity of the skiff. The 3 h.p. Model BP-1000 weighs 121 pounds. The 2 h.p. and 6 h.p. models are Nos. AP-500 and ZP-1500, weighing 105 and 144 pounds respectively.

The power unit, reverse gear and skiff were designed and are being produced under the direction of Frank E. Thompson, Jr., head of the engineering firm, which has been engaged in production of shallow-water diving gear and under-water cutting, welding and salvage equipment.

Thompson is the author of a text-book, Diving, Cutting and Welding in Under-water Salvage Operations, published by Cornell Maritime press.

Gibbs Gas Engine Company of Jacksonville, Florida, are at the present time developing, and propose to have on the market for 1946, boats ranging from 9 to 16 feet in length. Included among these are a 9-foot dinghy, a 16-foot Vee-Skiff and a 16-foot Speedi-Skiff. Illustrated below is the standard Vee-Skiff. She is built of waterproof plywood and is powered with a four-cycle air-cooled engine which will throttle to less than a mile an hour for all-day trolling

RADIO TELEPHONES

PIONEERS IN THE MARINE TELEPHONE FIELD

10 watt model depicted above

DEALERS
SOME TERRITORIES STILL OPEN. WRITE FOR COMPLETE DATA.

For the past decade, our production has been devoted principally to sound powered marine telephones for every type of vessel afloat.

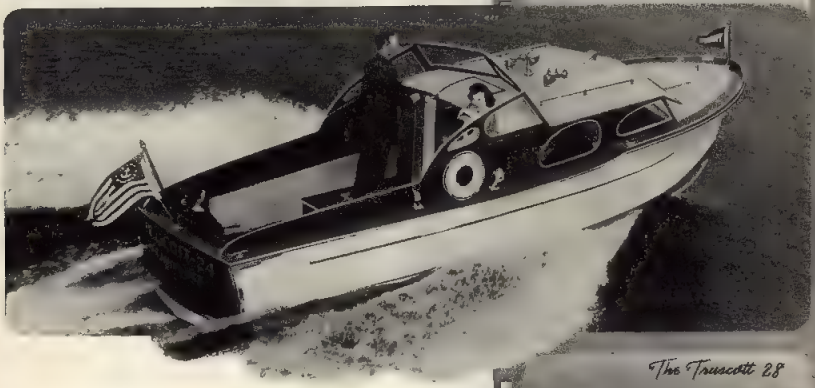
While supplying the wartime marine industry, "after-hours" research was being conducted by our engineers and electronic specialists with a view to the field of pleasure craft.

Now, we are prepared not only to announce, but to promise early delivery of a complete line of radio telephones ranging in capacity from 5 to 50 watts and operating on frequencies between 2,000 kc. and 3,000 k.c. Four models are available, each with transmitter and receiver in a single, smartly designed cabinet with loudspeaker or handset reception. Crystal controlled, these compact sets have a low current drain and a minimum number of controls to insure simple operation.

HOSE-McCANN TELEPHONE CO., INC.

163 PACIFIC STREET • BROOKLYN 2, N. Y.

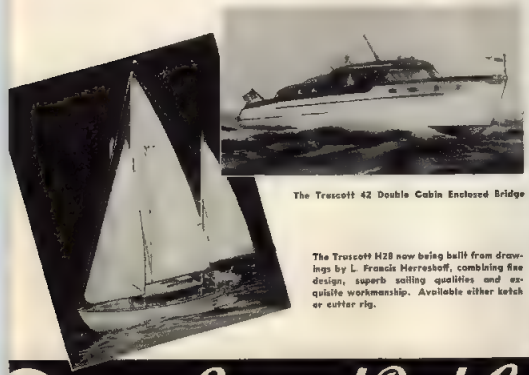
Presenting the TRUSCOTT FLEET



Choose a sparkling new Truscott Cruiser for carefree yachting and fun from dawn to dawn. Thrill to its exhilarating speed and brilliant maneuvering. Feel confidence in the rugged seaworthiness and safety of a Truscott Cruiser.

Enjoy the many Truscott features — Full-Vision Windshield . . . Fingertip Control . . . Insulation . . . Deckhouse Galley . . . Light Cheerful Cabins . . . Comfortable Full-Size Berths.

You will be proud to own a style leading Truscott Cruiser, built of modern materials for the modern age. See your dealer or write at once for current information and early delivery schedules.



The Truscott 42 Double Cabin Enclosed Bridge

The Truscott H28 now being built from drawings by L. Francis Herreshoff, combining fine design, superb sailing qualities and exquisite workmanship. Available either ketch or cutter rig.

Truscott Boat and Dock Co.

ST. JOSEPH, MICHIGAN — NEW YORK CITY OFFICE

TRU-MATIC SAND DIGGER

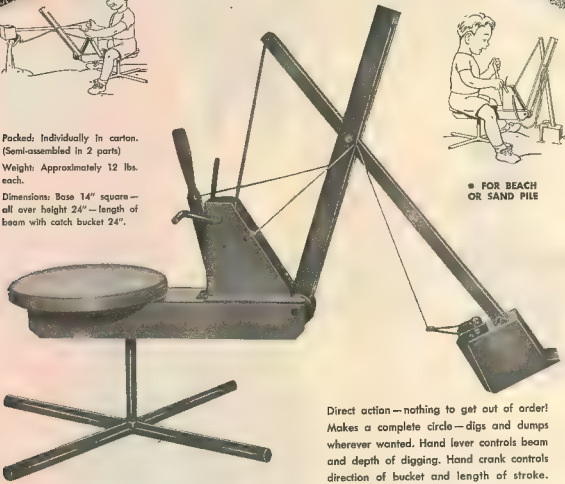
REVOLVING ACTION

ALL METAL–HEAVY STEEL CONSTRUCTION

Packed: Individually in carton. (Semi-assembled in 2 parts)

Weight: Approximately 12 lbs. each.

Dimensions: Base 14" square — all over height 24" — length of beam with catch bucket 24".



• FOR BEACH OR SAND PILE

Direct action — nothing to get out of order! Makes a complete circle — digs and dumps wherever wanted. Hand lever controls beam and depth of digging. Hand crank controls direction of bucket and length of stroke.

Made by TRU-MATIC MACHINE & TOOL CO., MOUNT VERNON, N. Y.

LEO Strauss & MURRAY K. Richstone

200 FIFTH AVENUE
NEW YORK 10, N. Y.

SOLE REPRESENTATIVES

CONTAINER CORPORATION of AMERICA

The toys which sell themselves

No. 250

SLOTTIE DOLLS from FAVORITE STORIES

4 dolls, 4 animals and the beanstalk. Red Riding Hood, Tom Tom the Piper's Son, Jack and the Beanstalk, Little Bo Peep.
Costumes printed in bright colors.

No. 200

WALT DISNEY SLOTTIES

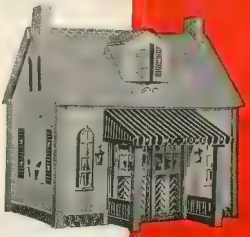
6 Characters

Donald Duck, Pluto, Mickey Mouse, Minnie Mouse, Panchito, and Jose Carioca. In six colors, these favorites continue to lead the nation's best sellers.

SLOTTIES

3-Dimensional Sculptures

Sensational 50 cent sellers



"MY HOME"

A prefabricated Concora House

Big enough for two children to play in. Any child can put it together and take it apart in a few minutes.
Size 42" x 42" x 39".

SOLD BY Leo Strauss & Murray Richstone

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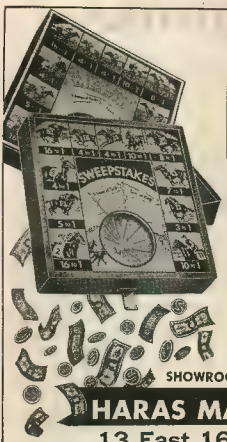

BIG Thrills Sales! with "SWEEPSTAKES"

Trade Mark Reg.

. . . the brand new, sensational game that is charged with sales dynamite!—capturing the stirring excitement and pulse-tingling thrills of the famous sweepstakes!

Handsomely constructed in vivid, natural color. An indestructible rachet whirling the dice 'round and 'round, picking the lucky winner! All sturdily set in a solid wood case, with masonite top and backing. Complete with paper money and chips.

A terrific item, brilliantly packaged to SELL!

So don't wait! Order today and parlay your profits with SWEEPSTAKES! Retails at approximately $4.95

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Distinctly Different!
30 New, Original Designs!

IF YOU WANT THE BEST PICK THE ARTISTIC LINE

Sanitary and Washable

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101 W. LEHIGH AVE., PHILA. 33, PA.

"STRIKE IT
RIGHT
WITH
STREATER TOYS"

STREATER
INDUSTRIES, Inc.
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SCHOOLWAY - PLAYTIME
EDUCATIONAL
BLACKBOARDS
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PROMPT SHIPMENTS

TUFFY TOYS

8200 HARVARD AVE.
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a full-toned piano in a beautiful book of songs

All American-made 8 Key Piano. Tone values are remarkable for their quality and resonance. Keys are designated by number, to correspond with musical notes in song book.

Illustrated by one of America's foremost painters of children's subjects, this fine book is printed in 4 colors and 2 colors from genuine halftone process plates.

It's Sensational! It's Gorgeous!

BOOK measures 10¼" wide x 15½" high x 2⅜" deep. It has 24 pages of illustrations and favorite songs for children which appear in color. WORDS AND MUSIC are supplemented with numbers that correspond with specially numbered keys. Even the smallest tot can enjoy the thrill of playing real tunes on this unusual piano keyboard. Priced for volume at

$3.00 LIST

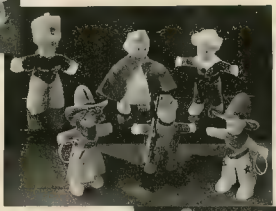
Individually packed. Standard carton — 1 dozen.

PRODUCTS OF **toy creations** INC. 200 FIFTH AVENUE, NEW YORK, N. Y.

CUTE DOLLS *by Victor Eckardt*

AND A

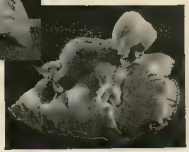
COMPLETE LINE OF



STUFFED DOLLS AND

STUFFED ANIMALS

WILL SEE YOU



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Permanent Display and New York Office at
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Room 518 Hotel McAlpin

THE GAME HITS of 1946

....*Major league* **BASEBALL**

....*Bert Wheelers* **TAXI**

....*The* **BASEBALLER**

....*The* **FOOTBALLER**

Manufactured by

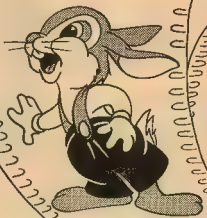
The YOUNGSTOWN SERVICE PRODUCTS Co.

Youngstown, Ohio

Walter Lantz

TECHNICOLOR
ANIMATION CARTUNE CHARACTERS

EXHIBITED THRU UNIVERSAL PICTURES
ON 10,000 MOVIE SCREENS



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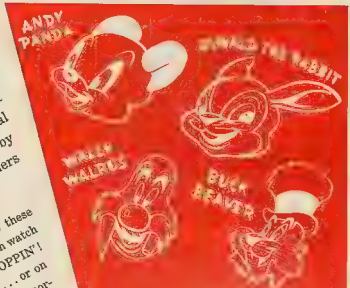
WALTER LANTZ
PRODUCTIONS
UNIVERSAL CITY, CALIFORNIA

WE'LL PUT YOUR TOYS in the SALES SPOTLIGHT!

Here's the cutest gang of Hollywood Stars ever brought out for the entertainment of the public. Yes, they're the original Walter Lantz cartoon kids—seen by millions of your potential customers throughout the year.

Hitch your own products to these Hollywood characters—then watch them start SALES-A-POPPIN'! Use them in facsimile . . . or on a label. The promotion opportunities alone, offered by their use in your advertising, will start a sales avalanche. PHONE, WIRE or WRITE TODAY—for COMPLETE LICENSING INFORMATION!



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Walter Lantz PRODUCTIONS

UNIVERSAL CITY CALIFORNIA

PRODUCERS OF THE FUNNY LITTLE FOLKS WITH SALES IMPACT

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WE "CASH REGISTER KIDS" ARE...

License Us to Sell Your Products!

You've laughed at us in the Movies—your kids follow our adventures in "New Funnies" magazine. Now we're selling merchandise—*lots of it!* Yep, business is so good, that Mr. Lantz is spending more and more time talking with manufacturers about new product identification . . . for ANDY PANDA — WOODY WOODPECKER — and, of course, me, OSWALD the RABBIT. Remember: Your products will go far—when hitched to a WALTER LANTZ STAR.

Phone—Wire—or Write Today for Complete Licensing Information!

AND NOW—
PURITY SOAP FIGURES
Look for us selling from the specialty counters of America's Another Walter Lantz Cartune natural for the 1946 Christmas market.
LICENSE US TO SELL YOUR PRODUCTS
Comedies . . . Ceramics . . . Toys . . . Furniture . . . Musical Instruments . . . Plastic Novelties or . . . What have YOU to sell? . . .

Walter Lantz PRODUCTIONS

UNIVERSAL CITY CALIFORNIA

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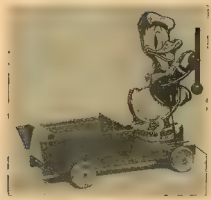
PRODUCERS OF THE FUNNY ANIMAL KIDS WITH SALES IMPACT



Pull Toy by Fisher-Price

This Donald Duck Drum Major pull toy is brand new and built of native wood and cord. One of several new additions to the Walt Disney character family of pull toys by Fisher-Price.

Molding and Coloring Set by Model Craft

Easy to mold Walt Disney characters with this complete set which includes a variety of Disney character rubber molds, modeling powder and non-poisonous paints for coloring. Six figures attractively boxed Product of Model Craft.

Walt Disney Character Toys Spot-lighted in the 1946 Toy Fair

THE Walt Disney characters, as everyone knows, have had a strong influence in the toy world since their introduction more than thirteen years ago. Each year the scope and power of that influence has increased, and now comes the good news that impressive assortments and quantities of Disney Toys will be represented at the 1946 Toy Fair. Some manufacturers are only now tooling up for production and will not be ready, but there will be sufficient Walt Disney character toys to justify the suggestion that visitors place them high on the list of merchandise to look over. We have checked with Kay Kamen Ltd., who represents Walt Disney Productions in all merchandising activities, and have conducted a survey of our own, and find that the list of Walt Disney character items to be shown at the Fair, or soon to be offered, is one of considerable length. Here we describe and picture only a few of the outstanding items.

Shootlys by Fleischman

Walt Disney character sturdy shootys hand-screened in full color on heavy fiber discs, and equipped with special plunger mechanism for faster and less kits. Available in Donald Duck (as illustrated), Mickey Mouse and Dumbo designs. Product of Fleischman Manufacturing Company

Magic Slate by Strathmore

An entertaining and educational game for young artists. Set is complete with magic slate, tracing cards and stylus—no dust, no dirt, clean and easy to use. Product of the Strathmore Company.

Slotties by Container Corporation

Walt Disney characters in brilliant colored sturdy cardboard slotties, ready to assemble and play with. Attractively boxed in assortment which include Pluto, Donald Duck, Mickey Mouse, Minnie Mouse, Joe Carioca and Panchito. Product of Container Corporation of America.

CONTAINER CORPORATION of AMERICA

The toys which sell themselves

No. 250
SLOTTIE DOLLS from FAVORITE STORIES

4 dolls, 4 animals and the beanstalk. Red Riding Hood, Tom Tom the Piper's Son, Jack and the Beanstalk, Little Bo Peep.
Costumes printed in bright colors.

No. 200
WALT DISNEY SLOTTIES

6 Characters

Donald Duck, Pluto, Mickey Mouse, Minnie Mouse, Panchito, and Jose Carioca. In six colors, these favorites continue to lead the nation's best sellers.

SLOTTIES

3-Dimensional Sculptures

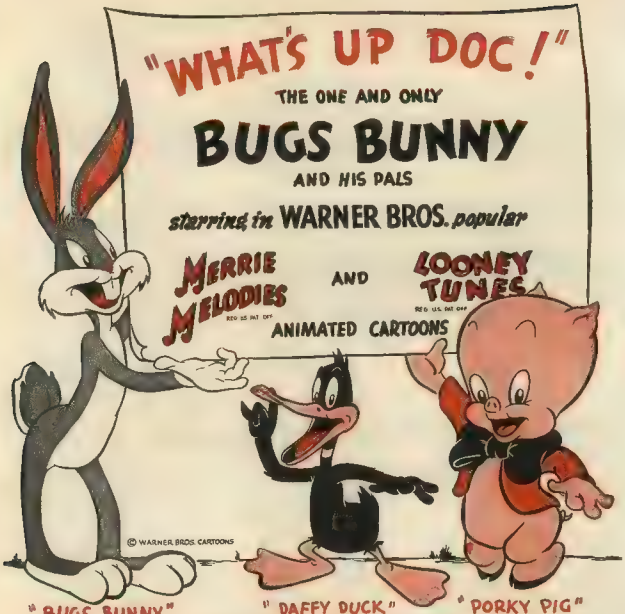
Sensational 50 cent sellers

"MY HOME"

A prefabricated Concora House

Big enough for two children to play in. Any child can put it together and take it apart in a few minutes. Size 42" x 42" x 39".

SOLD BY Leo Strauss & Murray Richstone
200 FIFTH AVENUE • ROOM 442 & 263 • NEW YORK 10



"BUGS BUNNY" "DAFFY DUCK" "PORKY PIG"

AND OTHER CARTOON CHARACTERS

NOW AVAILABLE FOR WIDE-AWAKE MANUFACTURERS, SMART ENOUGH TO CASH IN ON THE TREMENDOUS POPULARITY OF CARTOON CHARACTERS LOVED AND ENJOYED DAILY BY MILLIONS OF MOVIE FANS.

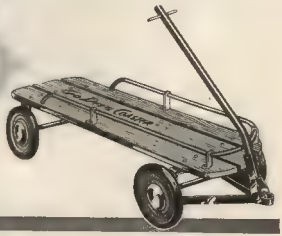
for EXCLUSIVE FRANCHISE WRITE, WIRE OR PHONE.

WARNER BROS. CARTOONS INC.
1351 N. VAN NESS AVENUE,
HOLLYWOOD 28, CALIFORNIA
GLADSTONE 4131.

MR. WHOLESALER...

POP SAYS THE NEW GO-DEVIL COASTER IS GONNA BE SUPER!

SO SEE YOUR LOCAL JOBBER NOW!



WHEEL TOY CORPORATION

3218-20 EAST 92nd STREET • CHICAGO 17, ILLINOIS

EASTERN REPRESENTATIVE: Alfred Hahn, 200 Fifth Avenue, New York City
MIDDLE WEST REPRESENTATIVE: Sam Weiner, 1433 Merchandise Mart, Chicago 54, Ill.
SOUTHWEST REPRESENTATIVE: Leo Unger & Co., 310 N. 11th St., St. Louis 1, Mo.

The NEW GO DEVIL COASTER

WITH HANDLE . . . . . A Wagon
WITHOUT HANDLE . . . A Coaster

STURDILY BUILT FOR HARD USE!

BUY FROM YOUR LOCAL JOBBER

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Middlewestern and Southwestern Representative: Lee Ungar & Co., 310 N. 11th St., St. Louis 1, Mo.
Southeastern Representative: S. V. Kay, 1656 Polk St., Hollywood, Fla.

A TOY VALUE THAT HAS NO EQUAL!

GOLDEN FLEECE TOYS

MADE OF *Real* LAMBSKIN

PETER RABBIT

THESE EXCLUSIVE FEATURES MAKE GOLDEN FLEECE TOYS YEAR 'ROUND SELLERS.....

★ **THEY'RE LUXABLE!**
LUX LABORATORIES SAYS: "They are fluffier than ever after 5 washings"

★ **THEY'RE SAFE!**
EYES AND NOSE EMBROIDERED ON

★ **THEY'RE SOFT!**
WOOL WILL NOT PULL OUT

★ **THEY'RE PRICED RIGHT!**
FOR QUICK TURNOVER
12 ADORABLE STYLES . . . 4 DIFFERENT SIZES . . . INDIVIDUALLY BOXED

TIM TERRIER

CUDDLES

BLUE RIBBON SCOTTIE

WINCHESTER TOY COMPANY

6745 YOCUM STREET
PHILADELPHIA 42, PENNA.

DESCRIPTIVE FOLDER ON REQUEST

Visit Our Display at the New York Toy Fair

#106

#106C

#100B

All In Favor—Say "AYE" Unanimously Carried! And Why Not?

These Grand Little Character

GLOVE DOLLS

Are Favorites With Everyone. Few Toys Have More Universal Appeal,
And They Sell Freely Throughout The Entire Year.

AND IN ADDITION—We are Proud to Present an Outstanding Line of

COMPOSITION DOLLS *that speak for themselves*

VALUE * * * EYE APPEAL

TOY FAIR DISPLAY ROOM 860 HOTEL McALPIN

I. B. WOLFSET & COMPANY

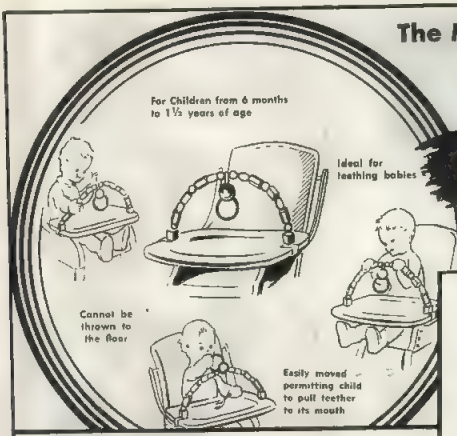
Office and Showroom
27 EAST 22nd STREET
NEW YORK, N. Y.

#101

#105P

#100M

The Most Practical Fast Selling Toy!


For Children from 6 months to 1½ years of age
Ideal for teething babies
Cannot be thrown to the floor
Easily moved permitting child to pull teether to its mouth

Tray Play

TRADE MARK

FITS ANY HIGH CHAIR

Read these extra features!

- Made with a flexible spring wire
- Beads are harmless
- Agrees with the ideas recommended by modern child psychologists
- Unbreakable
- Colorful
- A marvelous aid to Mother when feeding her child

PATENT PENDING

Write for Price List to

TODDLER TOYS

BRIDGEPORT — CONNECTICUT

the original **Woodettes**

Here they are . . . the Sensations of the Toy Fair!

HELICOPTER *ACTION* PULL TOY

Durably made of Steel, Aluminum, Plastic, Wood and Rubber. Blades whirl as toy is pulled. Package is a sturdy airdrome

WOODETTE LIBRARY NO 4

Six story book characters to put together and paint. Colorfully packaged with individual backgrounds for each figure. Brush, paint, cups and special glue included.

COASTGUARD *ACTION* PULL TOY

20 gauge steel boat finished red and white in baked enamel with Woodette sailor and plastic oars that row as the boat is pulled. Package becomes a colorful boat house

WOODETTES

"Year Round Educational Recreation"

MERCHANDISE MART, CHICAGO 54, ILL.

Eastern Representative
Tom McGinty
200 Fifth Ave., New York 10,

West Coast Representative
Erlach-Lee
San Francisco 3, Cal.

REAL 2-UNIT TELEPHONE SET!

Complete for

HOME ★ OFFICE ★ PLAY ★

Rossco Intercommunication Phone System

- ★ *Ready for Immediate Operation*
- ★ *¾ Size Standard Desk Telephones*
- ★ *Has Real Dial Tone*
- ★ *Tone Quality Comparable to Standard Equipment*
- ★ *Safe . . . Sturdy Construction*
- ★ *Automatic Dial Ring Signals*
- ★ *Recessed Finger Grip*

Suggested Retail

$11.95

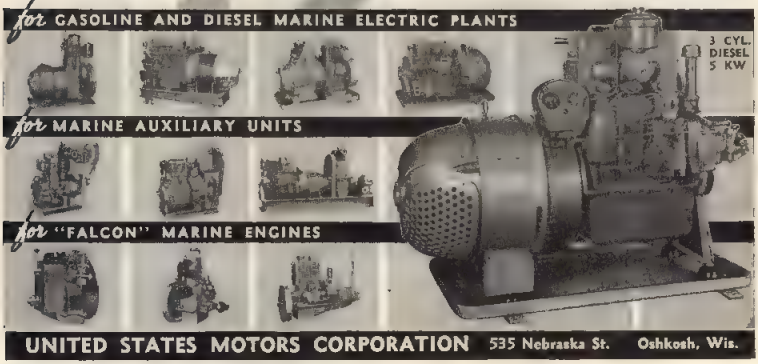
COMPLETE

2-Phone System
50 Feet Wire and
Flashlight Batteries

PENGO *Incorporated*

845 SOUTH LOS ANGELES STREET
LOS ANGELES 14, CALIFORNIA
NEW YORK OFFICE • JAY-HERBERT CORP., 200 FIFTH AVENUE

"U.S." builds a *complete* line of Marine Diesel Electric Plants—2 to 75 KW, AC and DC. Marine Gasoline Electric Plants from 450 watts to 10 KW. Marine Auxiliary Units are custom-built to fit your requirements—from 2 KW up.
Liquid cooled Falcon Marine Engines have long been famous for their dependability . . . and now the "Falcon" line includes air-cooled Briggs & Stratton units converted by "U.S."! Write for descriptive literature.


for GASOLINE AND DIESEL MARINE ELECTRIC PLANTS
for MARINE AUXILIARY UNITS
for "FALCON" MARINE ENGINES
3 CYL. DIESEL 5 KW
UNITED STATES MOTORS CORPORATION
535 Nebraska St. Oshkosh, Wis.

HAERTEL BACK IN PR VATE PRACTICE

WALTER W. HAERTEL of Sturgeon Bay, Wisconsin, who has been connected with the Kewaunee Shipbuilding & Engineering Corporation of Kewaunee, Wisconsin, in the capacity of Naval Architect and General Superintendent, has severed his connection with this concern and has returned to the private practice of Naval Architecture. He has also associated himself with Robert Krauss, former hull superintendent in the same yard, in the formation of a new boat yard in Kewaunee, which is now open for business under the name of Krauss Kraft Company. This concern will specialize in the construction of welded steel commercial vessels up to approximately 80 feet in length. Mr. Haertel has also developed a 28 foot V-bottom steel model, which is being produced as a stock boat, adaptable to both commercial and pleasure use.

WHEELER APPOINTS DEALERS

WHEELER SHIPBUILDING CORP., Whitestone, N. Y., have announced the appointment of several new dealers.

Stickell-Wheeler Yacht Company will handle Wheeler cruisers and yachts in the Baltimore, Md., territory.

Howard A. Didriksen of Tacoma, Wash., has been appointed exclusive dealer for Tacoma and the Puget Sound area.

Lt. Comdr. Carl Walter Leveau, recently appointed manager of the marine department of the Texas Industrial Co., Houston, Texas, will be in charge of sales of Wheeler cruisers, the agency for which has been assumed by the Texas Industrial Co.

Sanford Boat Works of Sanford, Fla., has been appointed dealer for Wheeler boats in Lake, Orange, Seminole and Volusia Counties.

A BAY BOAT FOR GENERAL UTILITY

BOGARDUS BOATS, INC., New Rochelle, N. Y., promise delivery in late winter of early spring on their recently announced 15-foot 8-inch all purpose Bay Boat.

This is a roomy, comfortable utility boat well adapted to use on bays, lakes, sounds or rivers. Powered with a 4-cycle, air-cooled inboard, it has a good turn of speed, yet will throttle down to a mile an hour for trolling. A shallow-draft design it can cross bars and flats covered by less than a foot of water.

The Bogardus Bay Boat has a beam of 5 feet 3 inches, generous freeboard, and is well built, with white oak frame and Honduras mahogany trim. She is decked over forward, and has a removable galvanized fish box under the aft seat.

17' "SKIPPER" AND 20' "MATE"

STANDARD OPEN or SEMI-ENCLOSED SEA SKIFF

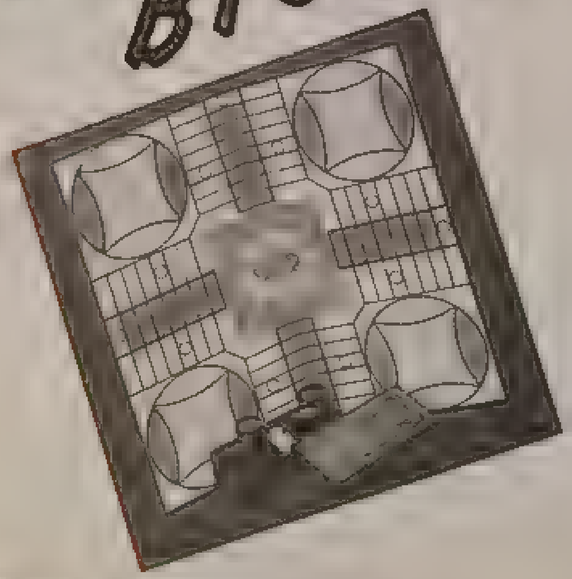
SEA-FOX

Our boat will meet all the requirements of a pleasure boat or a fishing boat on either salt or fresh water. Sturdily built yet having an attractive appearance. Write for catalogue to

ZOBEL'S SEA SKIFF AND YACHT WORKS

SEA BRIGHT, NEW JERSEY

FOR BIGGER



PARCHEESI TRADE MARK

The OLD Leader

and still a dollar

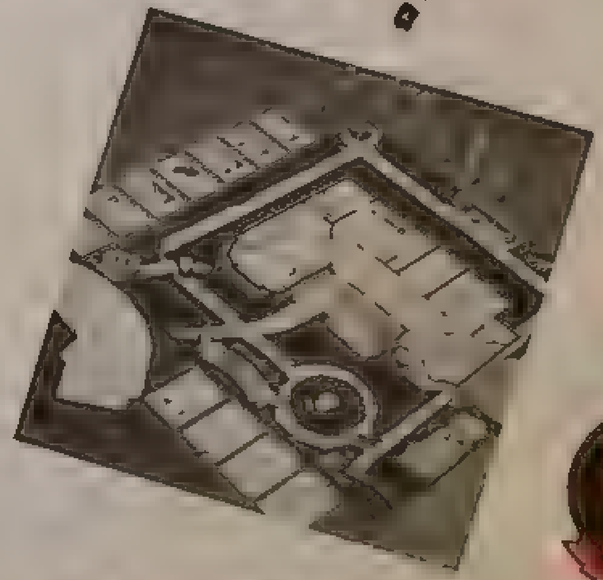
IT'S A NATURAL — no home complete without it

IT'S A VOLUME NUMBER — the most popular game in America. Buy it first!

SELCHOW & RIGHTER COMPANY

200 FIFTH AVENUE, NEW YORK 10, NEW YORK

SALES!



SR GAMES

MR. REE

The NEW Leader

and still two dollars

IT'S FUN — the only game of its kind in America.
IT'S DIFFERENT — never the same p ot or solut on
IT'S ADVERTISED — in national publ cations
IT'S SELLING — the greatest demand for a game in many years.
IT'S AVAILABLE — orders accepted now for immediate deliveries.

OTHER FAST SELLING ITEMS!

ELSIE CARGOES SNAKE EYES

Adorable!

IS THE WORD FOR

BE SURE TO SEE THEM
WHILE IN NEW YORK
FOR THE TOY FAIR

TRUE TO LIFE - BEAUTY!

Eugenia Dolls are just packed with saleappeal. Their beauty captures the eye stimulates the imagination ... focuses purse-strings wherever they're displayed! So show them ... be sold them!

GORGEOUS DRESS CREATIONS!

Authentic fashions, created by a leading stylist, distinguish every doll that bears the Eugenia label. While mothers will adore the glamourous, up-to-the-minute styling ... Eugenia Dolls stand out in a crowd!

ORIGINALITY PLUS!

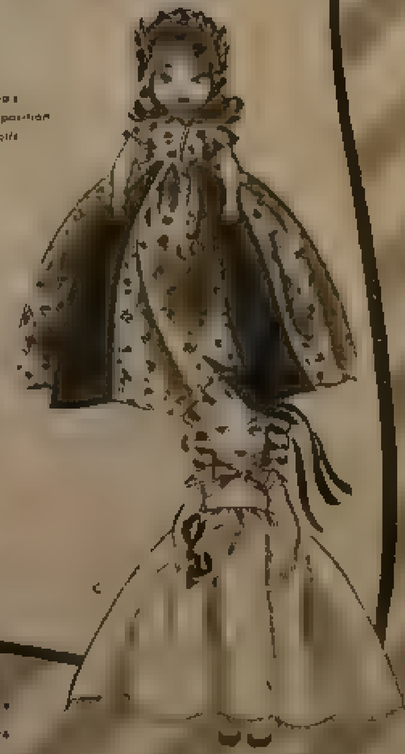
These are real ideas in the Eugenia line—ideas that cause eyes to glow with joy and hands to reach in anticipation. These ideas will mean sales and profits to you the fastest turnover in the doll field!

An 18" beauty in a two piece suit and matching hat, adjustable head and limb eyes open and close

A TOUCH OF FAME
COPYRIGHT 1948

eugenia dolls

From Eugenia's collection of composition Miniature Dolls



A— "Bridesmaid" 6 inches of sophisticated loveliness

B— "Wednesday"—an Eugenia Doll-of-the-Week, 8 inches

C— Graduate—one of Eugenia's class style series

See these and other profit makers at

MURRAY K. RICHSTONE & CO.

200 FIFTH AVENUE, NEW YORK 10, N. Y. GRAMERCY 7-4494

eugenia doll co.

752 BROADWAY • NEW YORK 3, N. Y.

GOIN' PLACES!

STYLE RIGHT!
PRICE RIGHT!

BE FIRST WITH THE

FIRST ALL-ALUMINUM PARK CYCLE

YOU'LL GO PLACES with this new Reynolds Park Cycle!

High-Strength all-aluminum construction. Weight, only 19 lbs. Made right by Reynolds.

Corrosion-proof. Finished in enduring red baked enamel trimmed in light ivory.

Adjustable saddle and handle bars. Front and rear fenders. Kick stand

Improved Goodyear positive-type U-belt drive. With Saftey-guard.

Ball-bearing disk-type wheels. Big non-puncture semi-pneumatic tires

Write, wire or phone for information. Reynolds Metals Co., Toys and Games Division, 2010 South Ninth St., Louisville 1, Kentucky.

In New York, see Jarvis Smith, Toylines Inc., Room 112, 200 Fifth Ave., New York.

Southern representative: R. F. Brown, Tennessee Toy House, Greenville, Tenn.

Park Cycle (illus.)

Baby Stroller

Scooter (3 models)

Wheelbarrow

Wagon

More items to come

You've seen 'em ...
now SELL 'em in Aluminum

NEW REYNOLDS SCOOTER. All-Aluminum construction. Large disk wheels with semi-pneumatic tires. Rubber Mat. Kick Stand

REYNOLDS METAL

REYNOLDS ALUMINUM

TOYS AND GAMES

RIDE THE Billy Boy PEDAL-CAR TO PROFIT on !

REG. U.S. PAT. OFF.

for children one & one-half to five

a beautiful velocipede

a proven seller

JOBBERS: WIRE YOUR ORDERS TODAY

(Sold ONLY Through You)

All-Metal Construction

Rubber tires and pedals; 3-tone finish, red, blue, and cream, with natural wood handle.

JOBBERS: Wire your order today for 20-day delivery.

Dealers Are Clamoring For It!

Retailers: Order a stock at once from your jobber

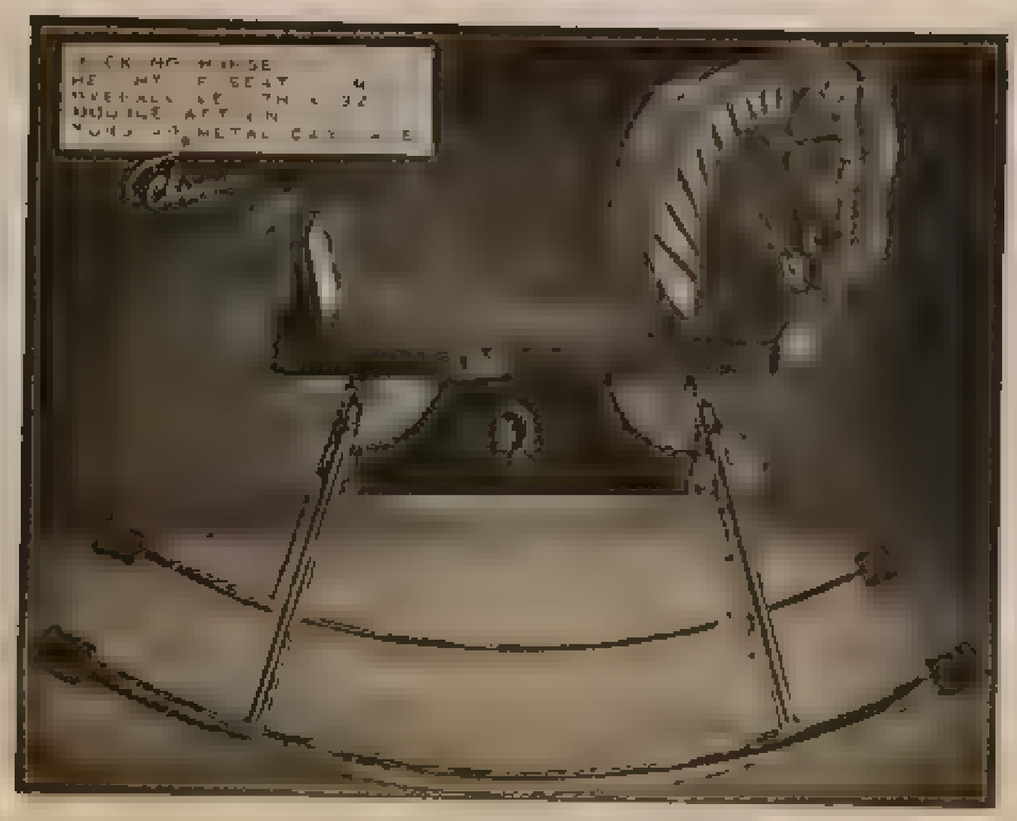
OAKLAND ENGINEERING CO.

800 - 100th Avenue — Oakland 3, California

. . . at PARAGON

DOLL TUB

Frame—fine aluminum satin finish. Body—coated water-proof material in contrasting colors. Measurements—25" high—19½" wide.



ROCKING HORSE

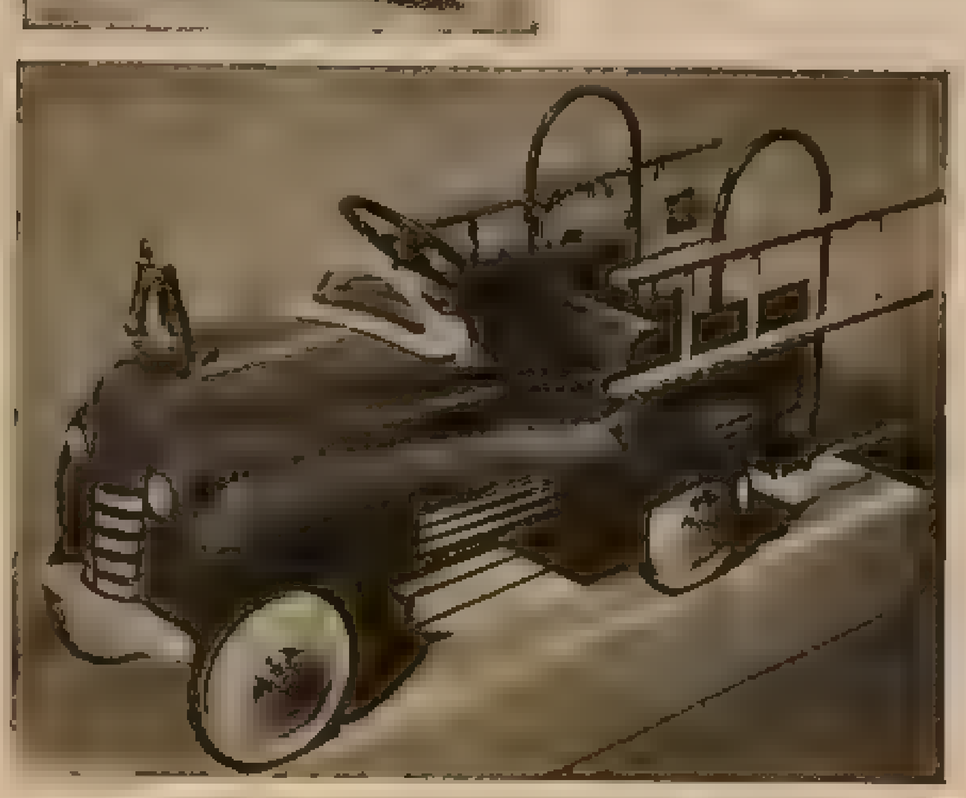
Height of Seat—14½". Overall length—32". Double action. Tubular Chrome Metal Carriage.

PARAGON SELLS BEST

Many New Items as Well as Staple Standbys

- Animals
- Automobiles
- Baby Carriages
- Dolls
- Doll Carriages
- Doll Furniture
- Doll Hi Chair
- Games
- Hi Chairs
- Infants' Toys
- Pedal Cars
- Play Yards
- Rockers
- Scooters
- Shoo Flys
- Table & Chair Sets
- Toy Chests
- Tricky Rovers
- Velocipedes

COLSON TRIKE No. 2120



Murray Ohio "Junior Hook and Ladder" No. C-640

Overall length—44". Width—15½". Wheels 8" disc with ⅝" rubber tires. Finish—red baked enamel, white trim.

PARAGON FURNITURE CO. Inc.

41 East 31st STREET NEW YORK, 16 N. Y.

Telephone: MUrray Hill 5-1046

Little Homemaker*

PLASTIC KITCHEN FURNITURE

Streamlined, shining and sturdy—just like the real kitchen furniture of tomorrow! Plasco commissioned one of America's leading industrial designers to create these modern miniature pieces so that millions of little girls could "set up housekeeping." Each piece in smooth, durable plastic . . . an actual model preview of tomorrow's kitchen!

Be sure to see the Plasco Toy display at the Toy Fair, Room 366, McAlpin Hotel, or at our showrooms, Room 7013, Empire State Bldg., New York

PLASCO* *Masterpieces in Plastic*

*All Trade Marks Reg. U. S. Pat. Off.

Plastic Art Toy Corporation of America

EAST RUTHERFORD N. J.

Manufacturers of Plastic Toys and Novelties

COLORFUL PLASCO* TRADEMARK

Good news for 1946—Plasco "Tea Time" plastic dishes are now available in larger quantities! Little girls love their gay, new colors . . . their attractive designs styled "just like mommy's!" No wonder these beautiful, durable dishes packed in attention-getting, modern set-up boxes, are such favorites. Planned for year 'round business, they're the outstanding children's tea set for "make-believe" entertaining

See the Plasco Toy display at the Toy Fair Room 366, McAlpin Hotel or at our showrooms Room 7013, Empire State Bldg., New York

Plastic Art Toy Corporation of America

EAST RUTHERFORD N. J.

Manufacturers of Plastic Toys and Novelties

Masterpieces in Plastic

*Reg. Trade Mark Reg. U. S. Pat. Off.

★INTRODUCING

18 STARLIGHT dolls

200 B Series
The charming BRIDE and BRIDESMAID. With and without stroller 7½" composition.
4 doz. to carton—Weight 22 lbs
Retail $1.69

300 C Series
Four beautifully costumed creations. PEASANT, SHOWGIRL, MLLE., POMPADOUR. MY SWEETHEART: 7½" composition.
4 doz. to carton—Weight 22 lbs
Retail $1.98

400 D Series
Four exquisite stroller dolls. PARTY GIRL—MY LADY—DUTCH GIRL—KATINKA. 7½" composition.
3 doz. to carton—Weight 30 lbs
Retail $1.98

100 A Series
Six delightful dolls. DELANIE LILLY — NINA — CUTIE — MISS CHARMIE—PENNY. 7½" composition.
4 doz. to carton—Weight 22 lbs.
Retail $1.49

BABYKINS
No. 500 — Adorable Baby Doll 11" composition. Retail $3.50
2 doz. to carton
Retail $3.50

DIMPLES
No. 700 — The personality Baby Doll. 14" composition. Retail $4.50.
2 doz. to carton
Retail $4.50

See us at the
TOY FAIR
Hotel Breslin
Room 771

200 B Series

300 C Series

100 A Series

400 D Series

PLAYETTE CORPORATION 533 [illegible] St. New York 13, N. Y.

HERE'S the best yet from PLAYETTE

CONVERSATION PHONE SET

79c Each—Retail

2 Phones for $1.50 Retail

No. 650—In sets, one red phone and one blue phone. Brilliant plastic colors with "clicking" dial. Size: 6¼" x 3¾" x 3". Original Playette moulded phone—nothing changed but the price. Packed 4 doz. to carton (2 doz. red, 2 doz. blue). Weight, 25 lbs.

PLAYETTE PHONE BOOK

$1.00 Retail

No. 201—A "reprint" of the original $1.75 seller. The thrills of "playing telephone" dramatized with colorful story that educates as it entertains. Rotating "clicking" dial die-cut through every page. Separate receiver with cord attached to metal clips. Packed 2 doz. to carton. Weight 14 lbs.

PLAYETTE "BELL" PHONE

$1.49 Retail

No. 850—New de luxe telephone with bell in assorted bright high-gloss colors. Large two-way action "clicking" dial. Size: 6¾" x 5⅛" x 4". Packed 5 doz. to carton. Weight 45 lbs.

See us at the
TOY FAIR
Hotel Bre...

Other Playette Hits!

MOVING PICTURE THEATRE

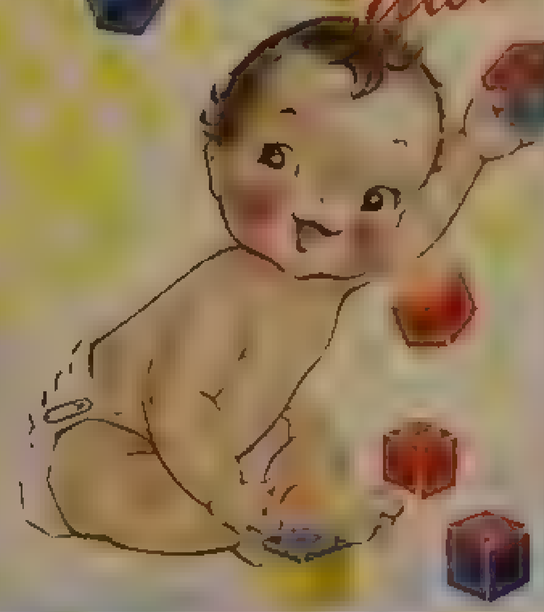
U-BUILD-EM BLOCKS

PLAYETTE CORPORATION 533 Canal St. New York 13, N. Y.

SHOWROOM: ROOM 406—200 FIFTH AVENUE, NEW YORK 10, N. Y.

"LIFT-A-TOP"... 2 piece Alphabetical

Now Ready for Alert Toy Dealers!



Color Harmony

TWO-PIECE BLOCKS WITH INTERCHANGEABLE TOPS

"LIFT-A-TOP" Two piece Plastic Alphabet Blocks set the pace for an item that will go over in a big way. Children are immediately attracted to them. They are color harmonizing — the top can match bottoms or be interchanged for various color combinations. Filled with sand or beans they make rattles and noise makers that keep little ones amused for hours. We state without qualification that we firmly believe this will be one of the fastest selling items in your entire toy line — appealing to everyone interested in a safe and useful item. They offer a strong appeal to parents and children alike. Read on the interesting details

PLASTIC BLOCKS

EDUCATIONAL . . . "LIFT-A-TOP" PLASTIC BLOCKS will build as many words as the old style, 38-set wood blocks. It's simply a matter of taking the tops off and interchanging them

STRONG . . . "LIFT-A-TOP" PLASTIC BLOCKS are unusually durable, practically indestructible! They WON'T BREAK or SPLINTER! They will withstand all the hard knocks children give them

CLEAN—SANITARY . . . "LIFT-A-TOP" PLASTIC BLOCKS are entirely different from wood blocks. Mothers will like them because they are clean and sanitary. There's nothing like them on the market

WASHABLE— they FLOAT . . . "LIFT-A-TOP" PLASTIC BLOCKS won't sink down in the bath tub. Easy to always keep them sparkling fresh with a damp cloth. Great fun for all the children for many years

PERMANENT COLORS . . . "LIFT-A-TOP" PLASTIC BLOCKS are SAFE for all children! The clear, beautiful pastel colors go through and through. No paint, nothing to come off. No worry about putting them in the mouths.

A BRAND NEW ITEM THAT IS IN GREAT DEMAND!

PLACE ORDERS NOW... TO ASSURE DELIVERIES!

Beautifully Boxed!

18 BLOCKS TO A SET..FULL ALPHABET AND NUMERALS FROM 1 to 0...IN COMPACT 8"x 12"x 1½" BOX.

Packed complete in a beautiful multi-colored box as shown. At least six different colors to the blocks

Specify Item No. 63 on orders. Packed 24 sets to the carton. Weights approximately 26 lbs. gross and 24 lbs. net. Displacement: 2 cu. ft. Terms 2 10 Net 30 F O B. Dayton. Regular dealer and jobber discounts

WRITE WIRE OR PHONE

AIRTRONICS DEVELOPMENT CORPORATION
131 E THIRD STREET, DAYTON 2, OHIO
EXPORT DIVISION .. EMPIRE STATE BLDG., NEW YORK

Sensational! New!

"LIFT-A-TOP"

☆ *FIRST NEW THING IN ALPHABETICAL BLOCKS IN A DECADE*

AN A·D·C PRODUCT

Princess Anna Dolls

See next page

GRAND
PRODUCTS INC.

Presents

AT THE TOY FAIR!

A SPECIAL SHOWING OF THE NEW, EXCITING

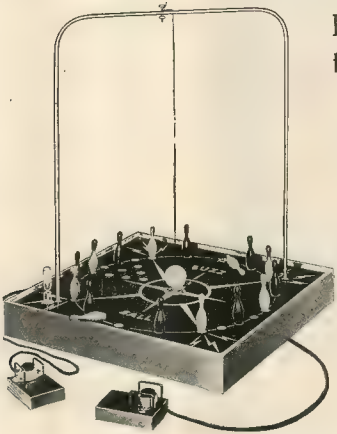
PRINCESS ANNA CREATIONS

The Flower Dolls

A. ZATOUROFF • • TOM McGINTY

200 FIFTH AVENUE · ROOM 320 · NEW YORK 10, NEW YORK

'Tis the month before Christmas and Time is growing short . . .



but there's still SOME time to order these GREAT toys

ElecToy BUZZ-BALL

$9.95 LIST

The Electronic Game of Fun and Skill for All the Family

● No Christmas is complete without at least one GAME. Here's one to make this Christmas perfect. It's just made for the keen competitive spirit of the youngsters—and it's a cinch to intrigue the grown-ups, too. Everyone likes Buzz-Ball. You can still get your order in for *this* Christmas.

ElecToy CANNON

$4.95 LIST

The Electronic Gun Toy with More Kid Appeal than Ever

● Ever since the first gun was fired by man, toy guns have been the number one favorites with kids. ElecToy Electronic Repeating Cannon is a gun—with tremendous new appeal. It fires by remote control. Shoots nine real-looking (but harmless) wooden shells without reloading. It's a repeater in other ways, too. Let one youngster in the block get one—and the rest start right in working on their Dads!

Sales helps are available on both of these fast-moving ElecToys. Send us your orders now.

ELECTOY DIVISION OF ELECTRONIC LABORATORIES, INC., INDIANAPOLIS, INDIANA

INFORMATION FOR ORDERING

Buzz-Ball Game 21718—Packed 12 to master carton. Weight 103 lbs. Complete instructions and directions for nine games included with each individual Buzz-Ball Unit.

ElecToy Cannon 2705—Packed 12 to master carton. Weight 44 lbs. 12 shells and target included with each individual unit . . . . . .

Prices F. O. B. Indianapolis. Available in standard packing units only. Write for discounts and terms.

$9.95 LIST

$4.95 LIST

ElecToy ELECTRONIC TOYS

Fore! Make Way for GREATER SALES WITH Jr. Golf Champ

Year-Round Sellers . . .

- ★Fast Moving, Profitable Items
- ★New, Improved Design
- ★New Low Price
- ★More Than a Toy —It's Useful
- ★Approved by Professionals

IMMEDIATE DELIVERY

6-PIECE
ALL METAL SHAFT

Juvenile Golf Set

. . . New Low Price!

It's a "birdie" of an item—a "hole in one" sale every time. Those famous Jeff Lee products will keep your sales right on the "green".

Set contains 3 golf clubs—putter, mashie and mid-iron. Strong, flexible aluminum rod shafts, with rubber hand grips. Club heads made from non-rust, bright metal, rigidly hand set. Golf bag of sturdy fiber construction, reinforced with metal rim top and bottom. Height, 25 inches, diameter, 3½ inches. Strap of chrome colored webbing. Set includes 2 specially designed golf balls.

PACKED 1 DOZEN SETS TO CARTON

Suggested Retail Price **$3.95**

BUY . . . PROMOTE . . . AND SELL

JR. GOLF CHAMP AND JR. GOLFER

JR. GOLFER

FOR THE YOUNGER CHILD

5-Piece Set

Like the "Champ", this set includes 3 golf clubs—putter, mashie and mid-iron. Aluminum club heads are securely fastened to a lacquered and finished wood shaft, with painted grips. Attractively colored Scotch Plaid golf bag; height, 21 inches; diameter, 3½ inches, with the same sturdy chrome web handle. One specially designed golf ball.

Packed 2 Dozen Sets to Carton

Retails Profitably at **$1.95**

JEFF LEE PRODUCTS
BROTHERHOOD BUILDING HARRISBURG, PENNA.

TIP TO A MAN ABOUT TO BUY A TAYLORCRAFT

Look, nobody's happier for you than we are. You're on the brink of a new way of having fun—as well as doing business. We're all for you.

But take our advice. When it comes to fuels and lubricants for your plane there's only one kind to use—*the very best*.

Throughout the great Middle West, we think *that* means Phillips Aviation Products. Apparently a lot of other people think so, too. For you'll find the big orange-and-black "66" sign at great airports and small from the Dakotas to the Texas Panhandle.

Ask for Phillips. And we know you'll appreciate the fact that we've gone to a great deal of trouble to speed a plentiful supply of *un-leaded* 80 octane fuel to every Phillips air-field tank. Let's get acquainted.

We'll be seeing you!

Phillips 66

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Sebago Lake

Pine Grove Farm and Cabins

Panther Pond

20 M from Portland

¼ MILE OFF U. S. ROUTE 302

200 acres—wide sandy beach—woodland trails—swimming—boating—fishing—tennis—large rumpus room with shuffleboards, ping-pong—pool—music box—games.

Spacious Cabins Modern Conveniences

Chicken and Vegetables served fresh from our farm

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Open June to Sept.

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Raymond, Me.

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LAKE SEBAGO

with a beautiful, white sandy beach. We have everything to offer for a restful vacation—

BOATING, SWIMMING, FISHING

Modern cabins with fireplaces

We serve excellent food

Rates Reasonable

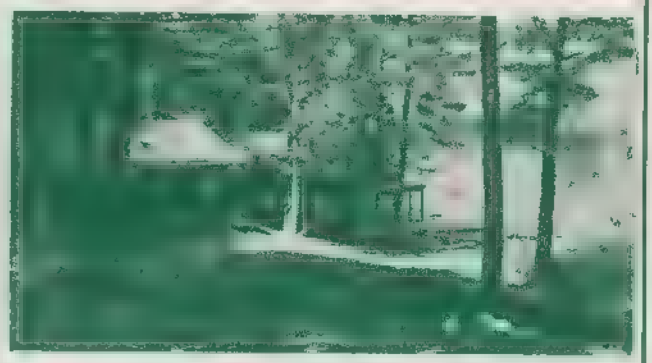
American Plan

BEECHES LODGE

EAST SEBAGO, MAINE

Tel. Sebago 24-41

A. E. HELMOLD, Prop.



Long-Wood Lodge

AND

NAPLES **COTTAGES** MAINE

Beautifully situated on west shore of picturesque Long Lake, in the heart of the famous Sebago-Long Lake Region, LONG-WOOD LODGE and COTTAGES offer you a real Maine vacation.

Individual modern cottages. Heated. Delicious home cooked meals served in our central dining room at water's edge.

Fishing, boating, bathing, tennis, golf, hunting

Attractive recreation hall

Located directly on Maine Central bus line from Portland, Me.

Booklet on request

Special rates June and September

Maine Cedar Log Cabins

Will again be available for delivery by late Spring. Write for our booklet on cabins and advise us the location of your building site

L. C. ANDREW

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Quiet — Comfortable — Reasonable
Two Minutes' Walk from Monument Square
Headquarters Maine A. A. A. and Portland Rotary Club
Attractive Restaurant and Cocktail Lounge

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CLARENCE L. RIDLON, President

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GRAYMORE

In Brunswick
The HOTEL EAGLE
S. Wm. Richard, Gen. Manager

Hotel Ambassador

CASCO STREET
PORTLAND, MAINE

Every room with bath—some with kitchenette

Single $2.50-$3.00 Double $3.50-$4.00
SPECIAL WEEKLY RATES FREE PARKING

Scenic Sight Seeing Tours

"Seeing Portland," "Cape Shore Drive," "Bar Harbor," "Poland Spring," "Boothbay Harbor" "White Mountains." In seven passenger limousines. Write for illustrated folder.

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THIS SIGN

A delightful air of old New England hospitality combined with the most modern ideas in comfort and service, assuring the traveler of a cordial welcome and a most enjoyable stay. Cocktail Lounges—Intimate Entertainment and Dancing.

Home of Station WGAN—560 on your dial

Single rooms from $2.50 Double rooms from $4.00
DANA R. BOWKER, Pres. WILLIAM R. DAVIS, Mgr.

CONGRESS ST. AT LONGFELLOW SQUARE

COLUMBIA HOUSE
PORTLAND - MAINE

PORTLAND
Vacation City on Casco Bay

Picture a cosmopolitan city of eighty-five thousand people built on a high peninsula less than a mile wide, nearly surrounded by water, swept by cool sea breezes, and bathed in sparkling clear sunshine; a city alive with gay summer throngs. That's Portland.

Portland, the metropolis of Maine, is a beautiful city. A handsomely landscaped Promenade overlooks Portland Harbor and Casco Bay busy with craft of all description. The Western Promenade, with many fine private residences, overlooks a rolling country to the White Mountains sixty miles away and into sunsets beyond description.

Fine public buildings distinguish the City of Portland. Excellent hotels, comfortable tourist homes, splendid restaurants featuring Maine shore dinners, large department stores and specialty shops, good banking facilities, theatres, libraries, churches, art, historical and a natural history museum.

Of particular interest is the birthplace of the poet, Longfellow. Also Portland City Hall where summer concerts are given on the Municipal organ, a gift to his native city from the late Cyrus H. K. Curtis. Portland maintains a fine municipal golf course, twenty tennis courts, bowling on the green, and other outdoor sports.

Within ten miles of Portland are nine golf courses. Variety, a new course every day. Plenty of chance to enjoy sailing or motor boating; tuna and other deep sea fishing or fresh water lakes and streams, just a few miles from town. Trips by small steamer among the beautiful islands of Casco Bay; or a quiet spot with a cottage for the season to gratify your heart's desire on sea coast, island or lake.

Motor rides of endless variety. Short runs along the coast or back through the mountain and lake country. To Old Orchard or other famed Maine beaches. No finer summer headquarters can be found than right here in the City of Portland.

For further information, write

PORTLAND CHAMBER OF COMMERCE
142 Free Street
PORTLAND, MAINE

In writing to advertisers, please mention "Maine Invites You"

Presenting
RADARONICS
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"The MAGIC GAME with RADAR VISION"
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RADARONICS

"The MAGIC GAME with RADAR VISION"

The New Electro-mechanical Creation!

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The Light of A Million Fireflies

LIQUID LIGHT

PLAY VALUE

44-page book of outstanding 100 Sensational New Experiments, Tricks and Games. Luminous writing, rainbows, atom cloud. Spouting geysers with paintings. Crystals and frozen light. Neon tube of liquid. Running a Magic LIQUID LIGHT Detector. Passing the Snake. Glowing ghosts and spider. Secret writing that lights up in the dark. And hundreds of others! All in brilliant rainbow colored LIQUID LIGHT.

SALES APPEAL

The most outstanding packaging in the toy industry. The kind of toy youngsters will have trouble getting away from their dad. Great for Science Club demonstrations, amateur magic shows, indoor and outdoor parties, holiday and fraternity pranks.

NOVELTY

Harmless new chemicals that produce cold light when mixed with water. No explosive, flame or other light necessary. A fascinating series of experiments and games with beautiful LIQUID LIGHT. Absorbing entertainment and sure fire [illegible]!

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DEMONSTRATION OFFER

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1194 Broadway (29th Street)

New York 1, N. Y.

Suggested Retail $4.95

Play Page — July 1946

MAGIC IN THE HAT

The Topper that Tops Them All!

Kids and parents alike . . . they just can't resist this sassy bunny . . . jack-in-the boxing in its gleaming plastic high hat!

It's the FIRST TIME! that any pop-up item has been made of **INDESTRUCTIBLE PLASTIC**

INDIVIDUALLY BOXED

The plastic hat comes in several smart colors . . . including black . . . red blue and yellow. The bunny is dressed in contrasting fleecy fabric. Each "Magic in the Hat" in individual three-color box.

SUGGESTED RETAIL **$2.49** STANDARD DISCOUNTS

Deliveries start at once . . . here's your chance to score a beat with Magic in the Hat . . . order your initial supply NOW!

Manufactured by WALKER INDUSTRIES
NEWARK N. J.

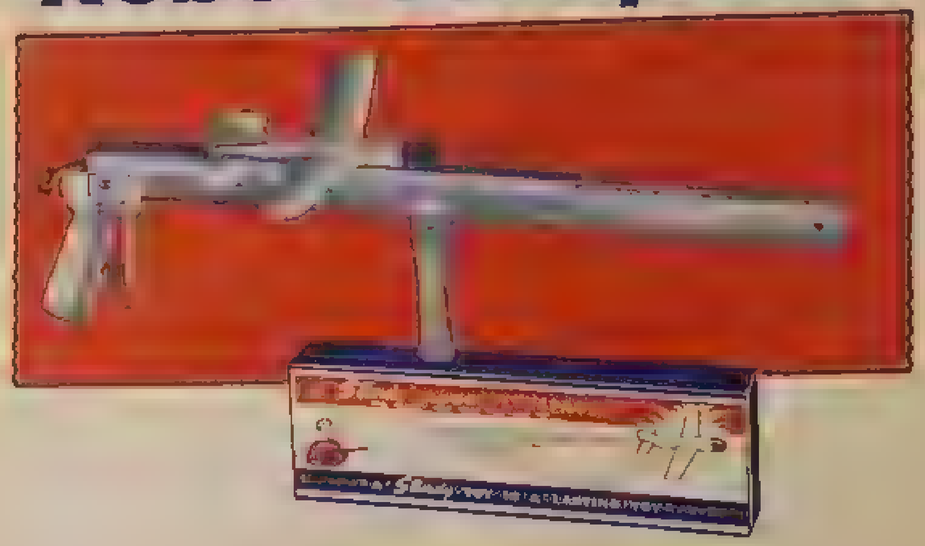
National Sales Representatives

SCHWARTZ ASSOCIATES

194 BROADWAY (29th Street) • NEW YORK 1, N.Y.

Play Page — July 1946

Robot Catapault



The Metal A-C-T-I-O-N Toy

THAT'S "GETTING ACTION" FROM COAST TO COAST!

catalogued by leading toy stores

featured . . . advertised . . . and reordered again and again!

THE NEWEST AND BEST AIRPLANE TOY . . . it's Guaranteed streamlined and stunning.
with delightful no-something features as well.

Catapult constructed of steel, aluminum and rubber . . . 22 inches long . . . with powerful enclosed spring action.

Plane is solid balsa . . . hand-made . . . flies from 75 to 100 feet . . . and more CLIMBS . . . LOOPS . . . BANKS . . . ROLLS!

$2.25 each — Suggested Retail $3.95

individually boxed — Packed 2 dozen to carton

QUICK DELIVERY . . . but orders are piling up. To make sure of getting enough ROBOT CATAPULTS for Fall and Holidays . . . write in NOW to

Sales Representative

GEORGE FRAM

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1194 BROADWAY (29th Street) • NEW YORK 1, N. Y.

Manufactured by

BERT HALL
STURDY TOY CO
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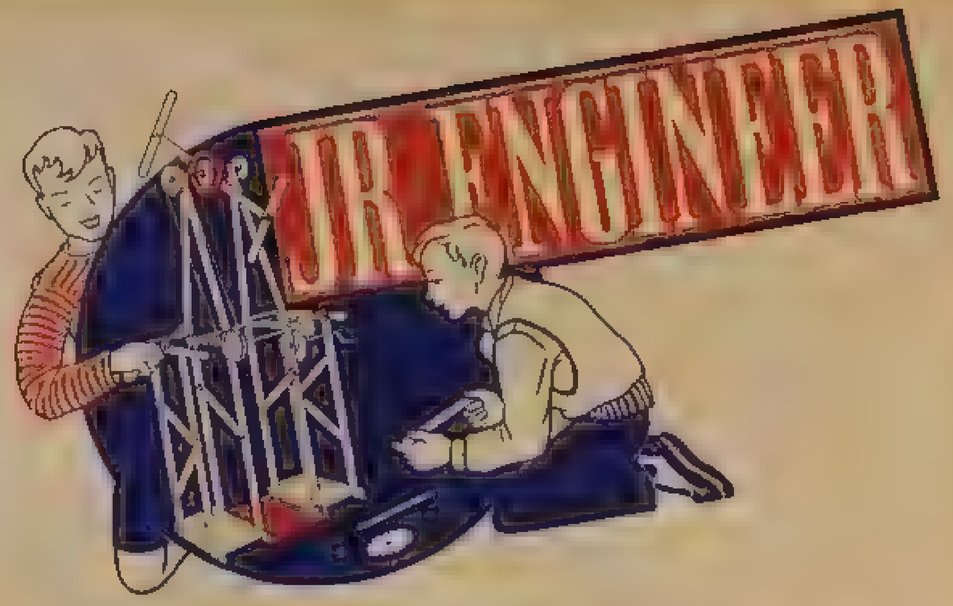


"Sales - Engineered!"

. . . to give you

THE BIGGEST

$3.95

VALUE

in the Construction Set Field

The Construction Set that's Three Ways Easier' to Sell!

Three ways that make a lot of thrilling sense to Johnny . . . and a lot of pocket-book sense to the grown-ups on the gifting end! A construction set that gives you *three* easy-to-prove *selling* edges in this big-volume price bracket"

Makes more things . . . and more kinds of things — Because

1—It's the only $3.95 construction set with gears *and they're supplied in two sizes*

2—The only construction set in its price range with wheels and discs in three sizes

3—Platforms painted in colors and with genuine durable baked finish

Power-Packaged tool Big 12 x 18 box . . . printed in three brilliant colors partitioned inside to show off every detail!

Ready for Immediate Delivery
Production is large, but not unlimited . .
Place your Season's commitments early!

Coledi Quality Toy

MANUFACTURED BY COLEDI INC., NEW YORK

ORDER FROM

SCHWARTZ ASSOCIATES

1194 BROADWAY (29th Street) • NEW YORK 1, N. Y.

A Cameo Product

Original Rose O'Neill KEWPIE DOLL

Unlimited quantities available
for immediate delivery

FLEISCHAKER & BAUM, Inc.
Showroom: 200 FIFTH AVE., NEW YORK

[redacted]

LANDINGS UNLIMITED . . . A Beautifully Illustrated Brochure in Full Color, tells the fascinating story of America's ideal post-war personal plane, the Republic SEABEE . . . As versatile in performance as its famous namesakes, here is the first, truly modest priced Amphibian . . . designed to go anywhere and do everything you expect of the plane you'd like to fly . . .

Buzzards Bay . . . as you take off in the salt tang of dawn . . . sunsets reminiscent of Remington . . . a few Gallic days at Chateau Frontenac . . . Wing your way up the historic Mohawk, high over the Barge Canal . . . Lake Placid for the winter sports . . . Pitch your tent when the small mouth are jumping in the Wisconsin Dells . . . that trip to the Shenandoah you've always planned for . . . Washington Airport, prelude to an official visit . . . New York, Chicago, Detroit, San Francisco, Seattle, or just a taxi strip in the old home town . . . Your own week-end schedule of lazy hours, a thousand and one vacation or business spots somewhere . . . can be reached from where you are . . . if you go the SEABEE way . . . $3995. Flyaway Factory

☆ *Your copy of "Landings Unlimited" sent free. It stresses modest operating cost and performance specifications. Just address the Blue Ribbon SEABEE dealer nearest you, or write the Personal Plane Division, Dept. 15A, Republic Aviation Corporation, Farmingdale, L. I., New York.*

Seabee

REPUBLIC AVIATION

ESTABLISH YOUR DELIVERY PRIORITY NOW

Waldo County

On the western shores of Penobscot Bay and the mouth of the Penobscot River, stretching from the blue Camden Hills to the head of ice-free winter navigation at Winterport, Waldo County in south central Maine comprises an area of 724 square miles extending back into an inland farm and lake country bordered by Knox, Lincoln, Kennebec, Somerset and Penobscot Counties.

Focal point in the county is the City of Belfast, a famous seaport town and hub of a network of roads radiating to all sections of the county. On the seaward side, Belfast is likewise a hub for steamer and small boat traffic from the islands to the east and southeast in Penobscot Bay and thus serves as a shopping and commercial center for an area within a great land and sea circle from the city center.

Along the shores of the bay and river are a series of other seaport, fishing and resort towns, while back from the coast is a large farming, lake and mountain region, where apples, potatoes, vegetable raising, poultry farming and dairying combine with lumbering and resort activities to provide a healthy, economic livelihood for Waldo County residents. Its shoreside quarries have provided granite for paving blocks and buildings in some of the largest cities of the Country.

U. S. Route One enters Waldo County from Camden, skirting the shore through Lincolnville and Northport, both favorite resort towns for surrounding areas. From Lincolnville a ferry services Islesboro, largest island on this section of the coast, with an exclusive summer colony and a yachting center that make it the richest town in the county. An auxiliary road from Camden, Route 137, follows the northern side of Megunticook Lake to Lincolnville Center and Camden, passing through a beautiful countryside area.

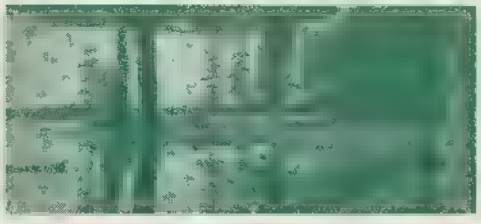
Belfast is situated on a side-hill sloping gradually to the shores of Belfast Bay and the Passagassawaukeag River, its highest points commanding a sweeping view over the island-studded waters of Penobscot Bay. Many fine old mansions sheltered by stately trees recall the days of past mercantile and seafaring glory. A 15-acre city park is directly on the shores of the Bay and has modern facilities for trailers, camping, swimming and other activities. The city's excellent hotels and shopping facilities, its quiet streets and nearness to all forms of recreational opportunities make it a center for visitors in this section of the State.

North of Belfast is Searsport, home of many sea captains and ocean shipping point for the Bangor and

(Continued on Page 90)

ROYAL PINE CAMPS **Burnham, Maine**

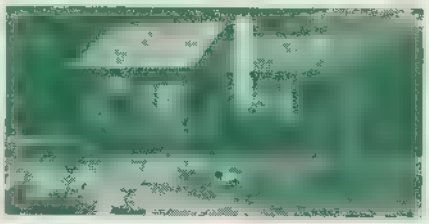
ROYAL PINE CAMPS ARE LOCATED ON A WHITE SAND BEACH ON UNITY LAKE, 40 MILES NORTH OF AUGUSTA



Individual cabins with fireplaces, hot and cold water, and all modern conveniences. Attractive log lodge and dining room where we aim to satisfy in service and delicious food. Wonderful fighting small mouth bass fishing, also pickerel and perch. Tennis on grounds. All water sports. Rates $30 to $33.50 week. American Plan.

Booklet on Request

MRS. J. E. HERSOM



BELFAST, SHIRE CITY OF WALDO COUNTY,

Cordially* INVITES YOU *to Look Us Over During Your Visit to Maine

Situated at head of Penobscot Bay, we have a combination of ocean and island scenery which cannot be surpassed anywhere in the world. Our background is beautiful mountains with lakes, rivers and streams in abundance. Splendid fishing (fresh and salt water) and hunting. Located right on center of Maine coast, you can drive to anywhere in Maine and back in one day. Comfortable accommodations at reasonable rates are at your disposal. Good shopping center.

Routes 1 and 3 Go Through Belfast — Good Parking Facilities

GOOD HARBOR and LANDING FACILITIES

ROBIN TOYS

PUT THESE STAR "SAILSMEN" TO WORK IN YOUR TOY DEPARTMENT

NOW regularly advertised to

25 MILLION READERS

America's greatest "circulation" Sunday Newspaper, The American Weekly, reaching 8½ million families every Sunday, has been chosen to tell your customers about Robin Toys. Toys are being sold to you for resale in your store. Two sales-building ads appear in this great advertising medium during the month of March. And that's only the beginning.

BRAND NEW ITEMS—BRAND NEW PACKAGING

You'll discover plenty of newcomers in the Robin Line . . . and you'll see greater sales-magic in them than ever. Every single item is beautifully packaged for eye-appeal as well as your handling convenience. If you are one of the thousands for whom Robin Toys made profit history in '39 . . . just watch '40!

SEE THEM AT ROOM 862
McALPIN—TOY FAIR
OR WRITE, WIRE OR PHONE FOR PRICES & DISCOUNTS

No. 132—THE CLIPPER

No. 134—THE RAINBOW

No. 54—THE ROYAL

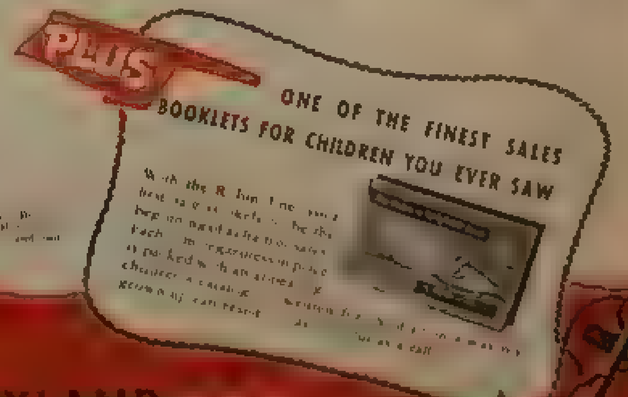
No. 133—THE CARDINAL

No. 134—THE OCEAN CRUISER

No. 148—THE SEA GULL

No. 135—THE 50 MC WAGON

No. 93B—THE AMERICA



ROBERTS INDUSTRIES

SALISBURY MARYLAND

TODAY'S [illegible]

Performs a Miracle

Heavy steel, sturdily constructed. 10" overall. Disc wheels with 1" solid rubber tires. Self-lubricating, oilless, lifetime easy rolling bronze bearings. Fold-in, all-steel disappearing seat. Rubber grips. Formed tubular handle bar. Solid aluminum ribbed non-skid footboard. Parking stand and foot-brake. Finished in attractive bright enamel colors, as illustrated.

Model
46-2

FEATURES

Length 40" wheel tip to wheel tip
Wheels 10" overall with tire
Tires 1" solid rubber
Height 33" overall
Footboard 7" wide

Packed one per carton • Shipping weight 18 lbs • Prices F.O.B. Jamestown, N. Y.

Sales Office • Showrooms

JAMESTOWN
SPECIALTY MFG. CO., INC.
JAMESTOWN NEW YORK

HENRY KATZ
200 EIGHTH AVENUE
Room 340
GRAMERCY 5-5160

505

NOW - Get Set for Some REAL Scooter Sales!

Chief Scooting Star

RUBBER BALL GRIPS
TRIPLE REINFORCED HANDLE BAR ASSEMBLY
REINFORCED POST SUPPORT
BAKED ENAMEL FINISH ON BONDERIZED BASE
ONE-PIECE 13-GAUGE FORMED STEEL STEERING POST
11-GAUGE FRAME REINFORCEMENT AT STEERING PIVOT
DRAWN 13-GAUGE STEEL FENDER
PUNCTURE-PROOF SEMI-PNEUMATIC TIRES
10-INCH PRESSED DISC
CADMIUM PLATED STEEL AXLE AND NUTS, WITH BALL AND RACE BEARINGS
SPECIAL 4-COIL SPRING SHOCK ABSORBER
POSITIVE ACTING BRAKE, HEAVILY REINFORCED
NON-SKID RUBBER FLOOR MAT
ONE-PIECE 13-GAUGE DRAWN CHASSIS
PARKING STAND MADE FROM 12-GAUGE STEEL
STURDY SPRING CLIP STAND HOLDER

There are scores of scooters on the market, but only one in the class of "Scooting Star." Consumers, fed up on "victory" products, will welcome this streamlined, all-steel, smooth running scooter. Here, indisputably, is a *postwar* product, as advanced in design and engineering as tomorrow's automobile or airplane. Parents will appreciate its safe, rugged construction—a top quality scooter at a fair price. Youngsters will be proud as punch to own this shiny red scooter, "built like daddy's car!"

"Scooting Star" will prove the star of your wheel goods department. It will pay you well to concentrate your efforts on this scooter!

COMING UP!

ADVERTISING

"Scooting Star" will soon be advertised consistently in consumer media to help you enjoy the biggest scooter sales in years!

MERCHANDISING

Attractive display pieces and train mats are available through your jobber. Ask for them—use them to help spark maximum sales!

"Scooting Star" scooters are produced in one of the West's great manufacturing plants—a modern fully equipped factory, founded in 1920.

Chief Wheel Goods

"Scooting Star" scooters are coming off the production line now. Be the first in your locality to stock and display this scooter. To be assured of prompt delivery, contact your Jobber without delay, or communicate with us.

NORTHWEST Metal PRODUCTS inc.

MANUFACTURERS • • • • 55 SPOKANE ST. • • • • SEATTLE 4, WASHINGTON, U.S.A.

MORE THAN JUST A TOY . . .

It Actually Sews!

Here Are Two Toys That Every "Little Mother" Will Love!

CAST ALUMINUM HOLLYWOOD COOK-ETTE SET: These cooking utensils are just like the real thing—but in a doll size! Five pieces—griddle, frying pan, muffin baker, dutch oven and cover. Made of durable, beautiful cast aluminum. Suggested retail price only $2.98 (less standard trade discount).

TRUE-TO-LIFE DOLL BABY BED: This sturdy crib is a model of Baby Brother's bed—drop side and all! Extremely well built. Mounted on metal casters. Finished in natural wood with colorful decorations. Two models. Panel back, suggested retail price $7.95. Slat back, suggested retail price $6.95. (Less standard discount.)

These Toys Are Fun Favorites—and Sales Builders Too!

GAY CIRCUS WAGON TOY CHEST: Here's a rainbow bright circus wagon with double appeal. It's a toy to pull in the circus parade—it's a roomy, attractive chest to hold all the other toys! Extra sturdy construction. Length, 28"; height, 20"; width, 16". Suggested retail price only $14.95 (less standard trade discount).

REAL WESTERN ROCKING HORSE. A life-like, colorful horse with real rawhide reins and rugged metal stirrups! As much fun as a pony 'cause it rocks and rocks. Strong, handsome plastic horse with unbreakable aluminum ears and durable wood rockers. Height, 27"; length, 40". Suggested retail price $24.95 (less standard discount).

NEW DURA TOP—The Spinning Wonder! A new top that is really "tops"! Made of gleaming, lifetime Dural metal. Streamline design, perfectly balanced for new spinning performance. The only modern spinning top. A fast seller at 39¢ retail.

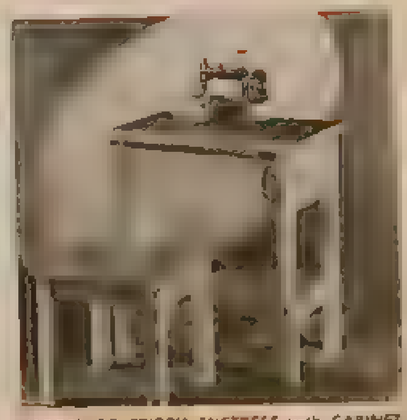
MODEL 45 STITCH MISTRESS Sewing Machine operates on 6 volts D.C. or A.C. current. Equipped with hi-speed motor, automatic bobbin winder, and all the latest features. Green and white enamel finish with chromium trim. Mounted on a sturdy wood base.

Made by Genero Machine Works

Every little girl will want the new improved STITCH MISTRESS Sewing Machine. It's just like Mother's and it *really sews*—sews any length of stitch desired—*sews so well that Mother can use it at her portable sewing machine!* This new and exciting toy is available in three new realistic models, including two beautiful cabinet models complete with handsome sewing stool.

STITCH MISTRESS is not just a "play" sewing machine. It is a durable, all-metal, *precision* sewing machine developed and manufactured by the Genero Machine Works. Its new one piece aluminum-cast body assures rigidity and long life. Two simple adjustments control length of stitch. STITCH MISTRESS is *guaranteed to sew*. Offered in three bright color combinations—red and white, green and white or blue and white. Each machine is factory tested, ready to thread and operate.

STITCH MISTRESS will sell on sight! There's no other toy like it! Order today for immediate delivery. Write or wire.



MODEL 50 STITCH MISTRESS with CABINET AND STOOL. All the sew-ability of Model 45 plus a sturdy, good-looking cabinet and stool beautifully finished. Machine swings into cabinet when not in use, cabinet serves as table or desk.
Model 50 (Natural finish on cabinet and stool)
Model 50A (Choice of finish on cabinet and stool, red-white, green-white, or blue-white)

MODEL 60 STITCH MISTRESS with FOOT TREADLE. Even more exciting because it operates by *foot treadle!* Mounted on sturdy sewing cabinet, complete with stool. Machine swings into cabinet when not in use.
Model 60 (Natural finish on cabinet and stool)
Model 60A (Choice of finish on cabinet and stool—red-white, green-white, or blue-white)

Exclusive Sales Agents for the Manufacturer

BURKE-MAYER & ASSOCIATES

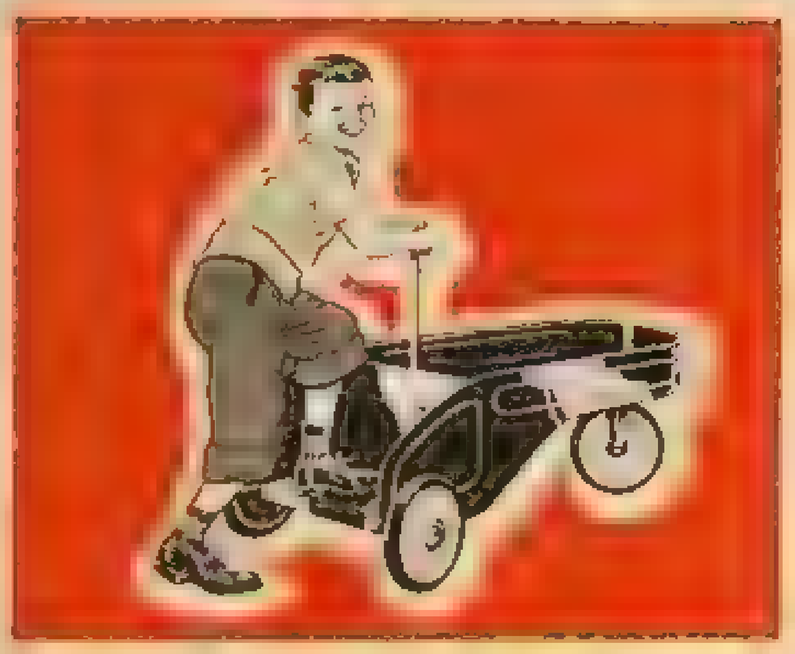
[illegible] West Seventh Street • Los Angeles 14, California

NEW!
DIFFERENT!

2-in-1
SKOOT-KAR

PATENTED

Rigidly Constructed!



HERE'S a wagon-scooter that will thrill every boy and girl.

SPECIFICATIONS: 40" long . . . 18" wide . . . 9" wheels (overall diameter) . . . molded rubber tire . . . all steel . . . axle can carry 240 lbs. . . . rubberized pad on step.

COLORS: Red body . . . creme stripe . . . creme wheels.

STEERING and HANDLE: The handle is used for two purposes—as a steering device when the SKOOT-KAR is used as a scooter and for pulling and turning when the SKOOT-KAR is used as a wagon.

PACKED: 1 to carton.

WEIGHT: Approximately 40 lbs.

F.O.B. Michigan City, Indiana.

SKOOT-KARS are permanently displayed in Chicago at our Merchandise Mart Show Rooms.

TOY MARKET
1417 MERCHANDISE MART
CHICAGO 54, ILLINOIS

Manufactured by
PATNER PRODUCTS CORP.
CHICAGO, ILLINOIS

See the

SKOOT-KAR

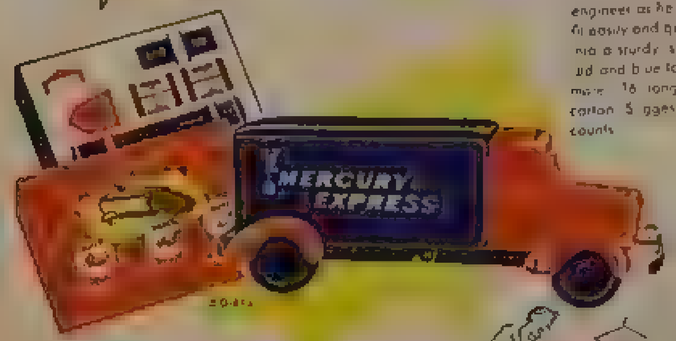
at the

AMERICAN TOY FAIR

MARCH 11-23

New York City

Mercury B-C-B (Build-Crash-Build) TRUCK



What a thrill when the "B-C-B" is run bumper first into an obstacle and literally flies apart into 14 separate parts. Then the child becomes a construction engineer as he rebuilds his composite truck. All parts fit easily and quickly. Specially formed parts make the truck into a sturdy, solid pull toy. Attractively finished in red and blue lacquer. Heavy gauge steel. Approximately 16" long and 6" high. Packed 12 to a master carton. Suggested retail price $3.95—standard discounts.

Beautifully packaged in a strong, four color box with die cut pic form which mounts each part individually.

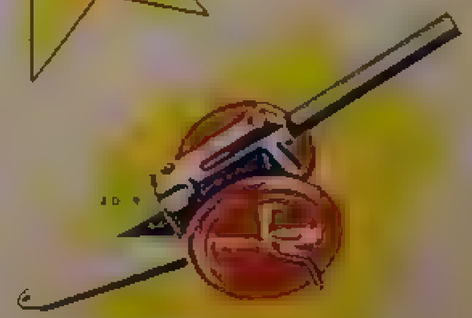
Mercury 12 SHOT RAPID-FIRE SKY GUN

ALL METAL

Here is a rapid fire gun with a simple spring mechanism that will not get out of order. Shoots 12 rounds in very rapid succession but with not enough force to harm the child or break glass. Bright red and blue lacquer finish on heavy gauge steel. Approximately 8" x 8". A sure shot value at our suggested retail price of $1.98—standard discounts.

Individually packaged in colorful three color box with 24 round wood bullets sealed in enclosed envelope.

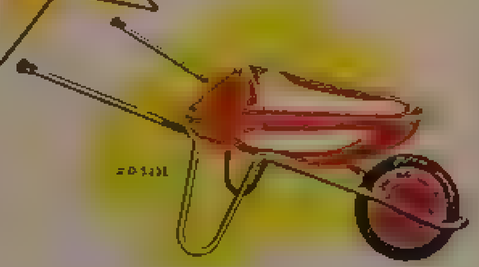
Mercury 6 SHOT REPEATER CANNON



ALL METAL

Here is a new, sensational, all metal, 6 Shooter Repeater Cannon that is new to the West and is different in that it ejects empty shells when the cylinder is opened. Each time the trigger is pulled a shell is ejected, making it impossible to shoot more than six times without reloading. Heavy gauge all metal construction throughout. Red and blue lacquer finish. Approximately 5" wide, 5" high with 3" diameter disc steel wheels. Shoots caps and is not recommended for boys under eight. Packed 2 dozen cannons to the carton. Corrugated dividers in cartons prevent scratching of cannons in shipment. Suggested retail price 79¢ each—standard discounts.

Mercury CARRY-ALL WHEELBARROW



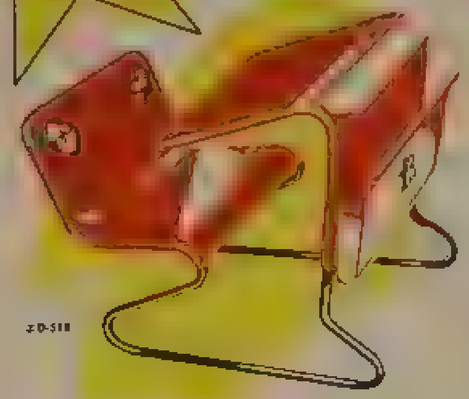
ALL METAL

A large, heavy gauge wheelbarrow that is both a toy and a genuine utility barrow for garden and around home use. Spring mounted body 2" wide, 20" long, 5" deep in a new triangular shape. Strong steel tubing with aluminum finish 8" wheel with 1" heavy rubber tire. Rubber tipped handles. Finished in bright red lacquer. Packed 6 to a master carton—knocked down, no small parts. Suggested retail price $3.95—standard discounts.

MANUFACTURER—Eisen Bros. & Company, Hoboken, New Jersey
FACTORY SALES REPRESENTATIVE—Max E. Brafman, 200 Fifth Ave., New York

MANUFACTURER—Eisen Bros. & Company, Hoboken, New Jersey
FACTORY SALES REPRESENTATIVE—Max E. Brafman, 200 Fifth Ave., New York

Mercury CHILDREN'S DESK SET



ZD-518

ALL METAL

The desk and seat combination that every child will want and which every parent will want the child to have. A beautiful, long-life all steel desk set with a comfortable spring backed seat that has a practical utility value which will appeal to the entire family. Colorful decal decorations on bright red or blue lacquered heavy gauge steel. Sturdy, beautiful, utilitarian. Packed nested in two parts in individual cartons—ready for instant assembly without tools. Weight 25 pounds. Suggested retail price $9.95—standard discounts.

Mercury TABLE SHUFFLEBOARD

Here is a combination of the two popular shuffleboard games—deck and table shuffleboard—both in a single table-top game which will delight the entire family. Sturdy and colorful. Constructed of fine plywood and heavy gauge steel. A game of skill, a game of fun. Not for gambling. Shipped 24 to a master carton. Suggested retail price $1.98—standard discounts

Individually packaged in a striking three-color box

224

ZD-601

PRINTED IN U.S.A.

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FACTORY SALES REPRESENTATIVE—Max E. Brafman, 200 Fifth Ave., New York

Mercury Products Presents

Their Star Studded Toy Show

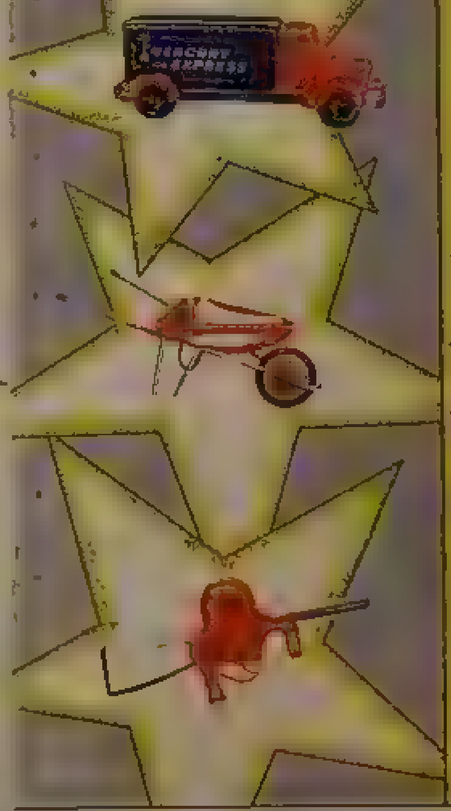
6 Profit Making—Customer Stopping Numbers

MERCURY PRODUCTS THE WORLD OVER NEW YORK NEW YORK

MERCURY proudly presents 6 Tested Toys—Sure stars in any store. By "Tested Toys" we mean that extensive research has gone into the design, construction and packaging of each toy and that consumer reaction has been used as a barometer with which to judge the desirability of each number. Mercury Tested Toys are not a gamble!

- In our show—The Mercury All Metal S C B (Build Crash Build) Truck
- All Metal Carry All Wheel Barrow
- The Mercury All Metal 12 Shot Rapid-fire Sky Gun
- The already famous Mercury 6 Shot All Metal Repeater Cannon
- Mercury All Metal Children's Desk Set
- The Mercury Table Shuffleboard

See following pages for detailed illustrations and specifications



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By Nancy Ann

Nancy Ann Dressed Dolls

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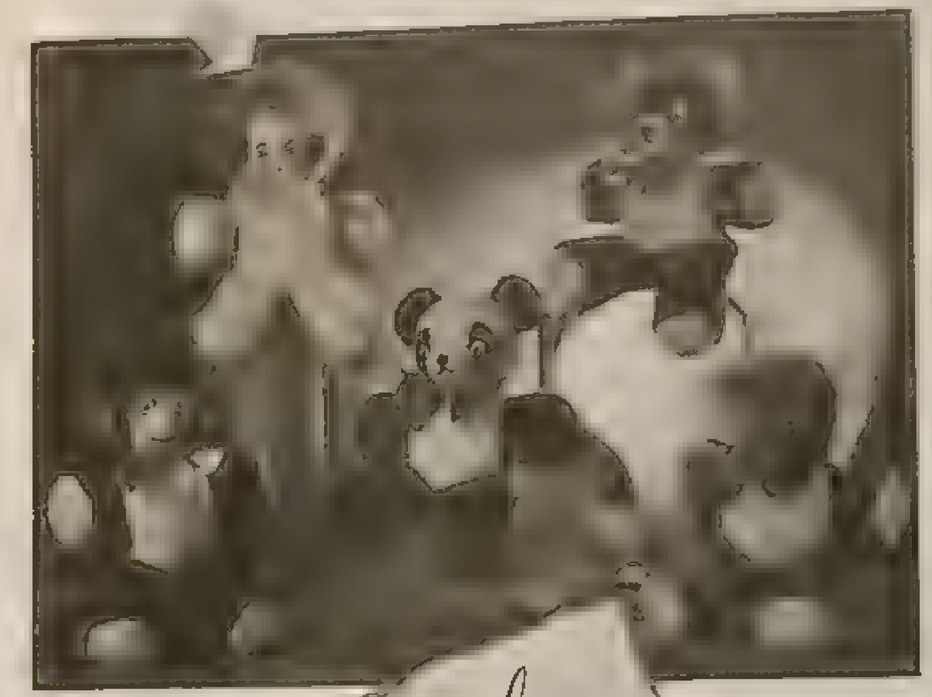
AMERICAN GIRL SERIES
BRIDAL SERIES
SEASON'S SERIES
DOLLS OF THE DAY SERIES
DOLLS OF THE MONTH SERIES
IN POWDER AND CRINOLINE SERIES

HERE ARE THE CUDDLE *Gunds*

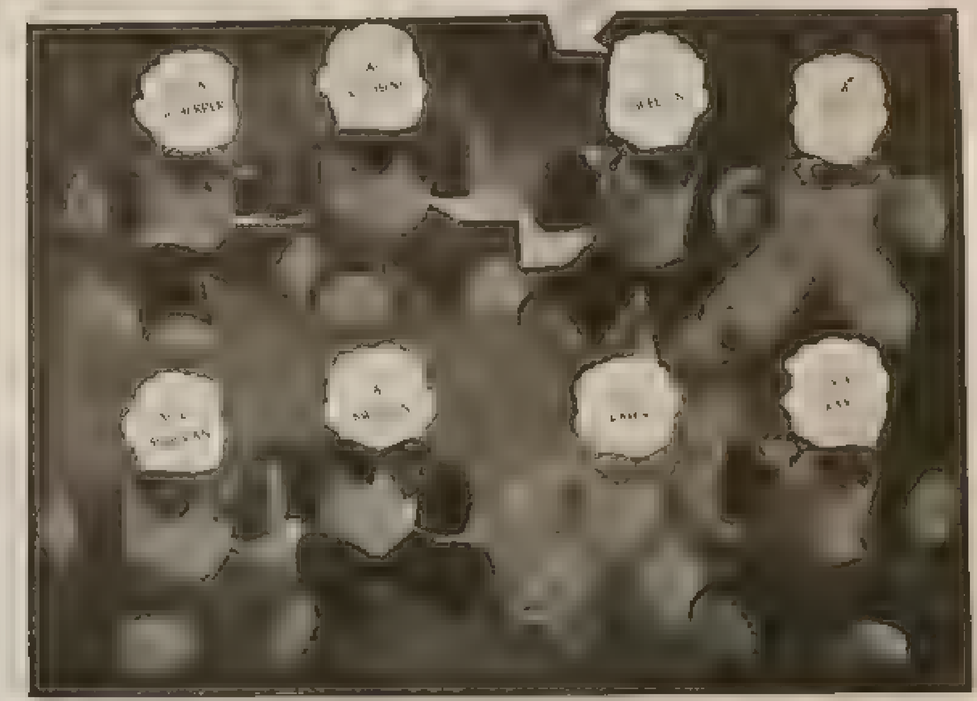


Gund means real value in Stuffed Toys

During Toy Fair
Visit our New York
Showroom Room 232
200 Fifth Avenue

Gund HEADQUARTERS FROM COAST TO COAST
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES · SEATTLE

and HERE ARE THE SALES *Gunds*



ABOVE ARE THE GODFATHERS of the Famous Family of Gunds—who have become so attached to their wards that they have taken on the characters of the Gunds themselves

Through two generations the Gund organization both at the bench and in the field have maintained the highest standards of quality, craftsmanship and sincere trade cooperation

Today and in the future there can be no deviation from the straight away line that has become a creed Gund means real value in Stuffed Toys

Gund MANUFACTURING COMPANY
J. SWEDLIN, INC. Successors, 200 Fifth Avenue, New York 1, N. Y.

SKOWHEGAN

On the KENNEBEC

From the Indian Name Meaning
"A PLACE TO WATCH"

Located in the Heart of Maine Vacationland, at the hub of several trunk highways, home of the famous Skowhegan State Fair, home of the equally famous Lakewood Players, busy manufacturing and agricultural center, it is truly "A PLACE TO WATCH," which is the old Indian meaning of the name SKOWHEGAN.

Skowhegan which is the shire town of Somerset County is home to more than 7500 people. Early industries got their power from the Kennebec River and today this same storied river which has been tamed and harnessed supplies electric power to many thriving industries whose products are known the length and breadth of the country.

On the Arnold Trail, Skowhegan was established and settled in one of the most picturesque sections of the beautiful valley of the Kennebec. Gateway to the Big Maine Woods and within easy motoring distance to Bar Harbor, Moosehead Lake, the Rangeley Lakes Region, Quebec and the White Mountains it is a natural place for tourists to make their headquarters from which to make side trips

Lakewood, home of the oldest theatrical colony and summer stock company in America is but five miles north of Skowhegan. This famous resort on the shores of Lake Wesserunsett plays host to thousands of visitors every season and many stage plays, which have become famous, first saw the light of day at the Lakewood Theatre. Many of today's popular screen players received their early training at Lakewood.

When in Skowhegan visit lovely Coburn Park, History House, rich in early Americana, drive to nearby Norridgewock to see a church built in Colonial times and continue from there to the monument to Father Rale erected in the neighboring town of Madison When planning your Maine Vacation be sure it includes a sojourn in Skowhegan, a place your will remember.

SKOWHEGAN STATE FAIR – August 11-12-13-14-15-16-17-18, 1946

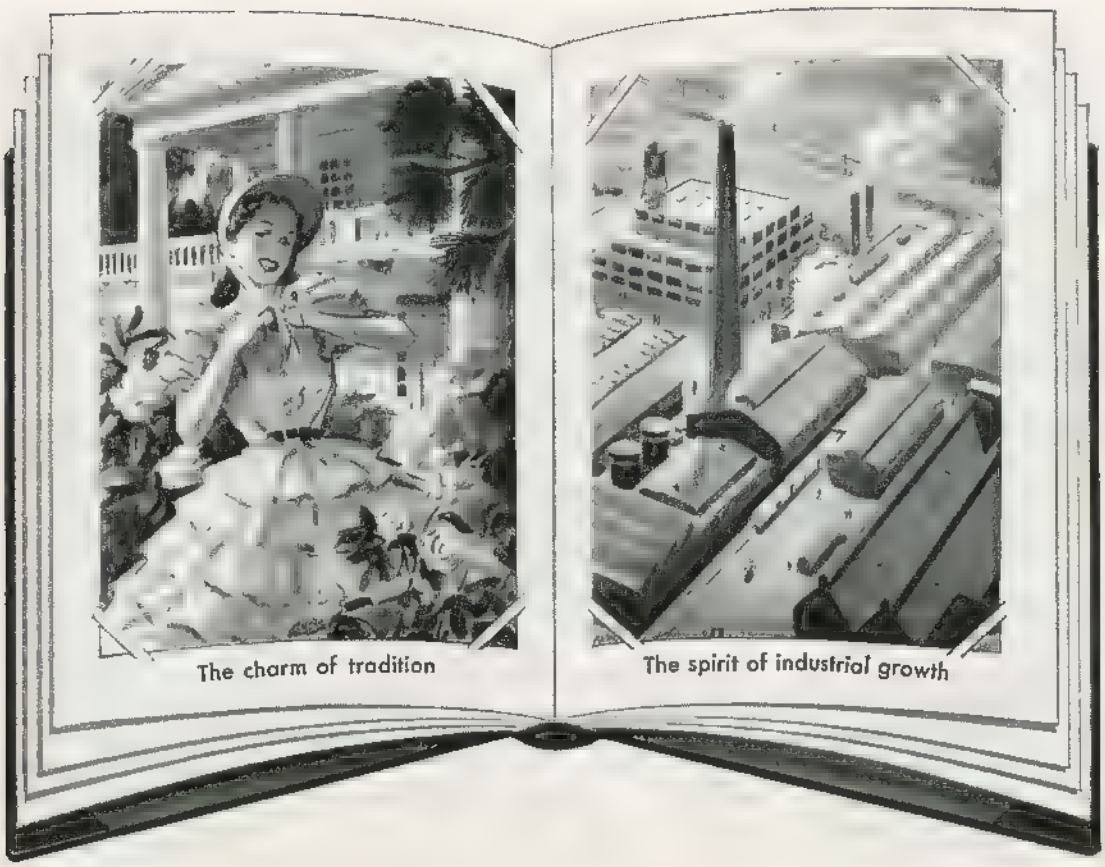
Eight Big Days Eight Big Nights. Six day's Racing – Pari Mutuel – Horse Pulling, Livestock Exhibits-Fish and Game Exhibit, Magnificent Flower Show World's Largest Carnival, Agricultural Exhibits, Mammoth Midway, Automobile Thrill Show, Automobile Racing, $20,000. Night Show before Grand, stand, Fireworks. The Oldest Fair in North America Don't Miss It!

Write for Booklet Address

SKOWHEGAN CHAMBER OF COMMERCE

SKOWHEGAN MAINE

Box 449



Which is the South? *Both are!*

Perhaps you picture the South as a land of magnolias and romance...mellow tradition and courteous people...charming plantation homes and quaint streets...or as a scenic wonderland.

If so, that picture is a delightful reality today just as it was yesterday. And it has an irresistible fascination for vacationists.

It's the other picture that gives you a jolt of surprise. For the busy factory scene symbolizes the dynamic industrial giant that has leaped into life throughout the territory served by the Southern Railway System.

The Southland has an irresistible attraction for industry, too, because of a unique combination of vital advantages found nowhere else...temperate climate, which permits economies in construction, operation and maintenance...low-cost power and fuel...plentiful raw materials and water supply...ample reserves of skilled and unskilled workers...populous and prosperous consumer markets...and the reliable, economical transportation service of the Southern Railway System.

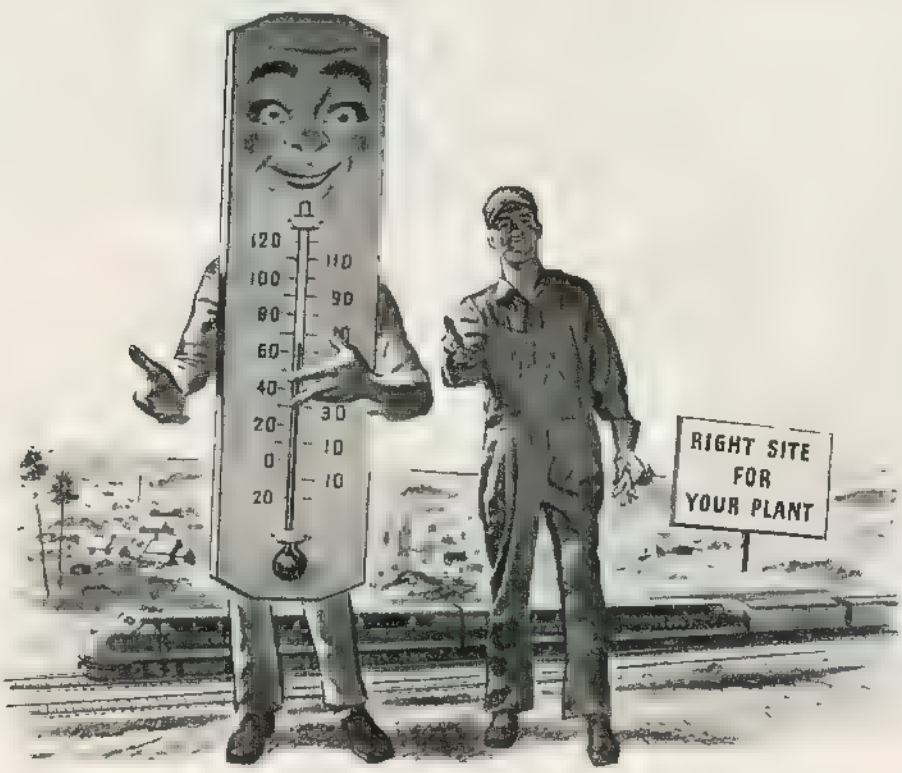
"Look Ahead—Look South"...for an ideal vacationland...*and* for a land offering new and greater opportunities for your factory and business.

Ernest E. Norris
President

LOOK SOUTH LOOK AHEAD

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



Warm Welcoming Committee

This welcoming committee . . . mild weather and the Southern Railway System . . . is on hand to give a warm greeting to every new industry coming to live in the South, and to help pave the way to more profitable production and distribution.

Here, in the South . . . as many new industries have already discovered . . . the mild weather offers savings in plant construction, maintenance and fuel costs. It also permits out-of-door operations and uninterrupted year-round production.

Here, too, the Southern Railway System offers efficient, dependable, economical, mass transportation service for all kinds of freight . . . bringing supplies and materials to factory doors . . . and taking finished products to ports and to consuming and distribution centers.

Moreover, the progressive Southland is a big market in itself . . . and it has unlimited raw materials, an ample reservoir of skilled workers, and abundant low-cost power and fuel.

Yes, you'll find a warm welcome, and plant locations geared to broader opportunities, if you *"Look Ahead . . . Look South!"*

Ernest E. Norris
President

LOOK SOUTH
LOOK AHEAD

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South

Be sure to see the

Newest Sensation

by Airline

It's Another Winner!

Immediate Delivery

WRITE FOR SAMPLES

One minute to assemble. Flies out of sight and returns. Hear the Propellers hum—higher and higher it climbs, even in a mild breeze. Every boy and girl will want one of these new sensations.

Air Line **MANUFACTURING CO.**

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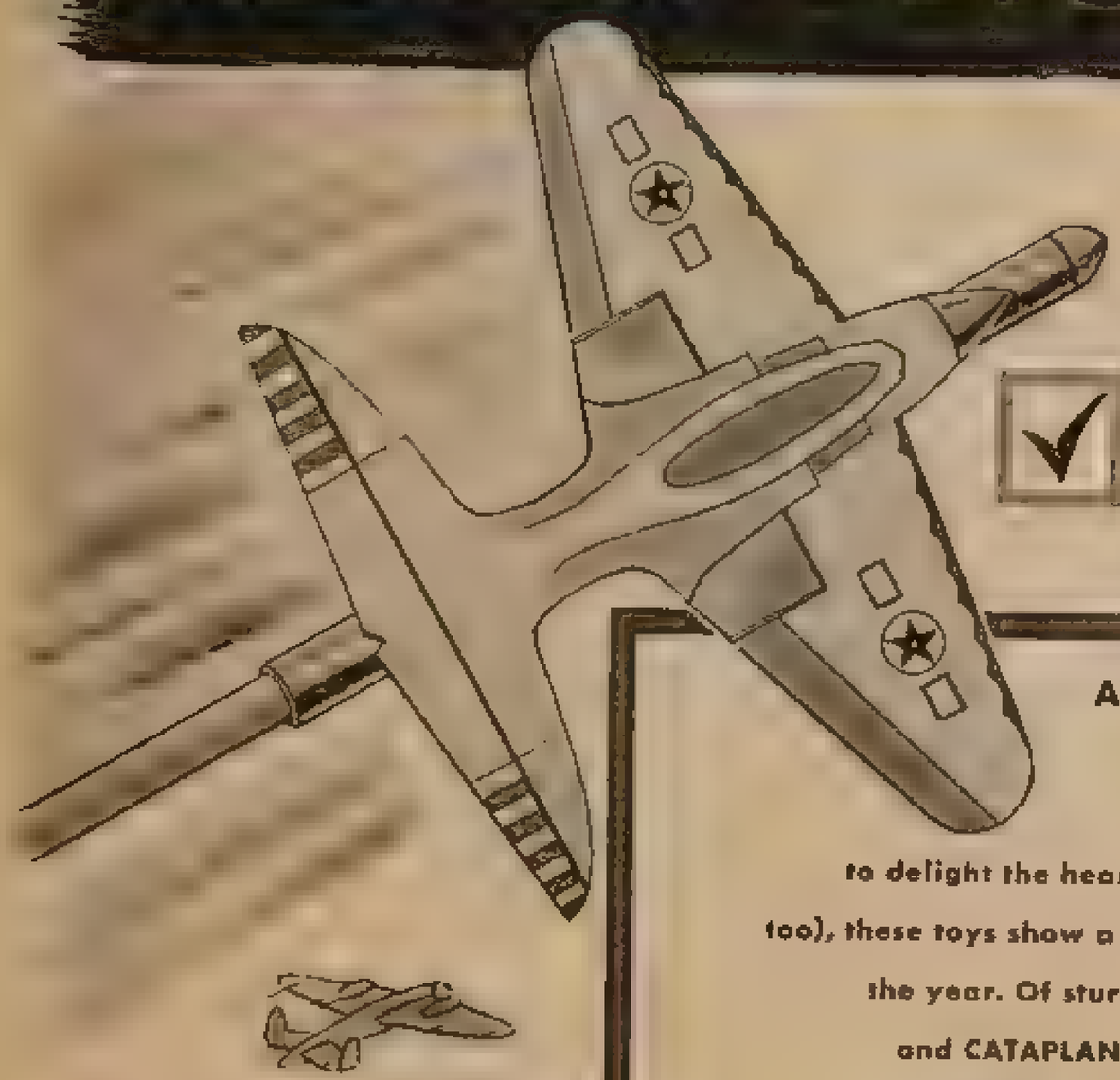
2 EXCITING ACTION TOYS



☑ BLOW-A-PLANE
RETAIL 10¢

AVAILABLE FOR IMMEDIATE DELIVERY

Fighter and bomber type planes to delight the hearts of small boys (and big ones too), these toys show a steady record of sales throughout the year. Of sturdy construction, the BLOW-A-PLANE and CATAPLANE can spin, loop, bank and dive like an actual plane. Write today for the name of your nearest distributor.

☑ CATAPLANE
RETAIL 29¢

Chicago Toy Co.
A DIVISION OF
CHICAGO MUSICAL INSTRUMENT CO.
30 East Adams Street, Chicago 3, Ill.

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RIGHT OUT OF BALDWIN'S TOP DRAWER!

first post-war

Toy Helicopter

that really Flies!

BALDWIN'S research lab has has been burning the midnight oil for months to get there first with this one. Test runs with samples taken off the assembly line at random have proven they can fly as high as forty to sixty feet! We predict that every youngster in the country will clamor for one of these sensational new planes, the very minute the news gets around. Be the first to introduce it in your community!

BALDWIN MANUFACTURING CO., INC.

114-120 Forest Street, Brooklyn, New York

TOYS AND GAMES THAT NEVER GROW OLD

[redacted]

Be sure to see the

Newest Sensation

at the

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Airline **STRATO FLIER**

Only **29¢** RETAIL

A fitting addition to the highly approved line
of winners by Airline. It flies through the air;
propellers spin and whine; higher and higher the
Strato Flier climbs out of sight and then it returns.
Every child will want a Strato Flier.
See it at the Toy Fair.

Air Line **MANUFACTURING CO.**

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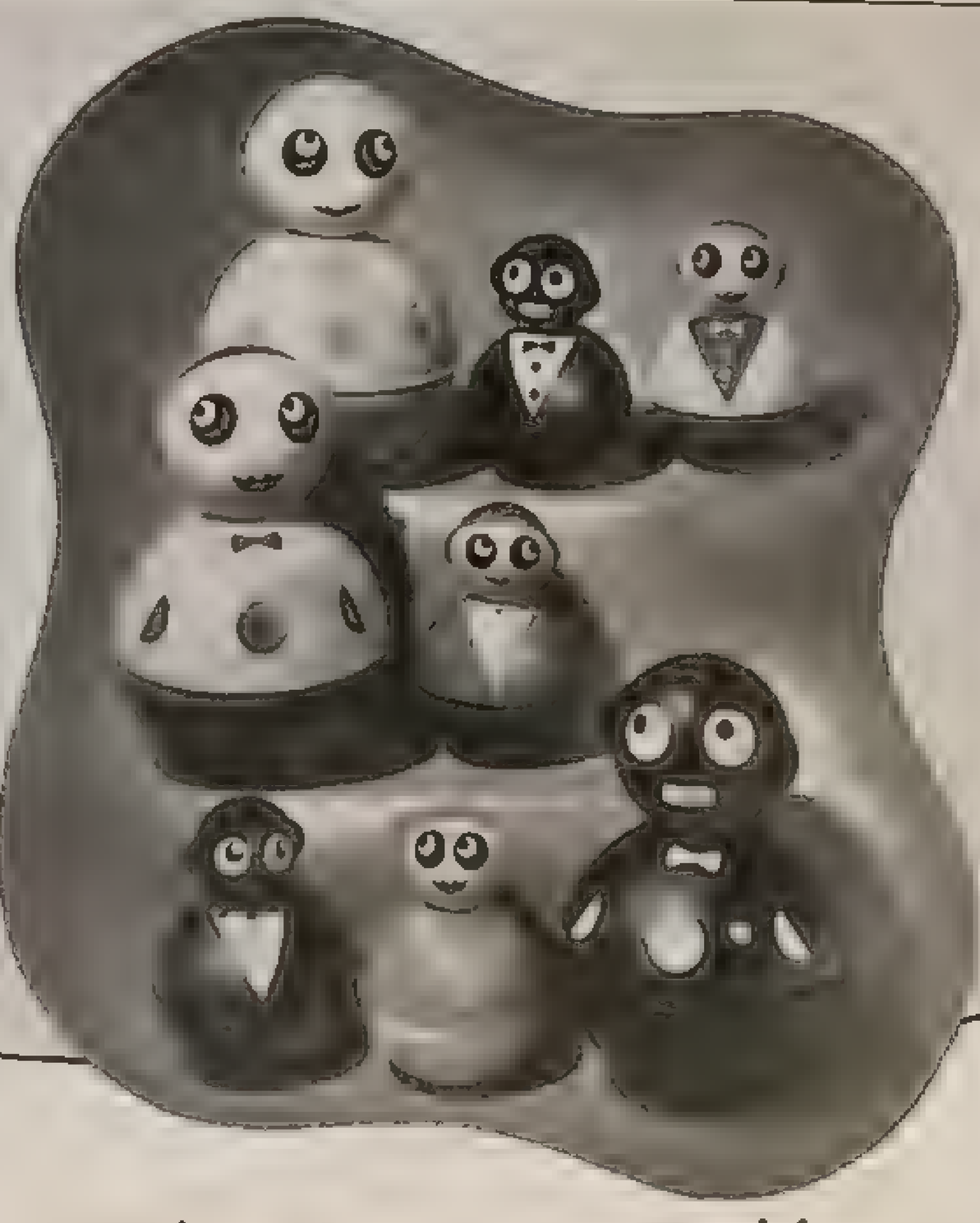

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The Fastest Selling Toy Bank
In America

Now With Decals

Now A New Low Price

NEW beauty and new eye appeal give this unique all-metal, precision-made COIN BANK even greater sales value.

A perfect gift for both young and old. Now available in three attractive, high-lustre colors, with assorted decals . . . the New All-White, Blue and White, Red and White. Beautiful decals in brilliant color combinations.

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ORDER NOW . . . IMMEDIATE DELIVERY

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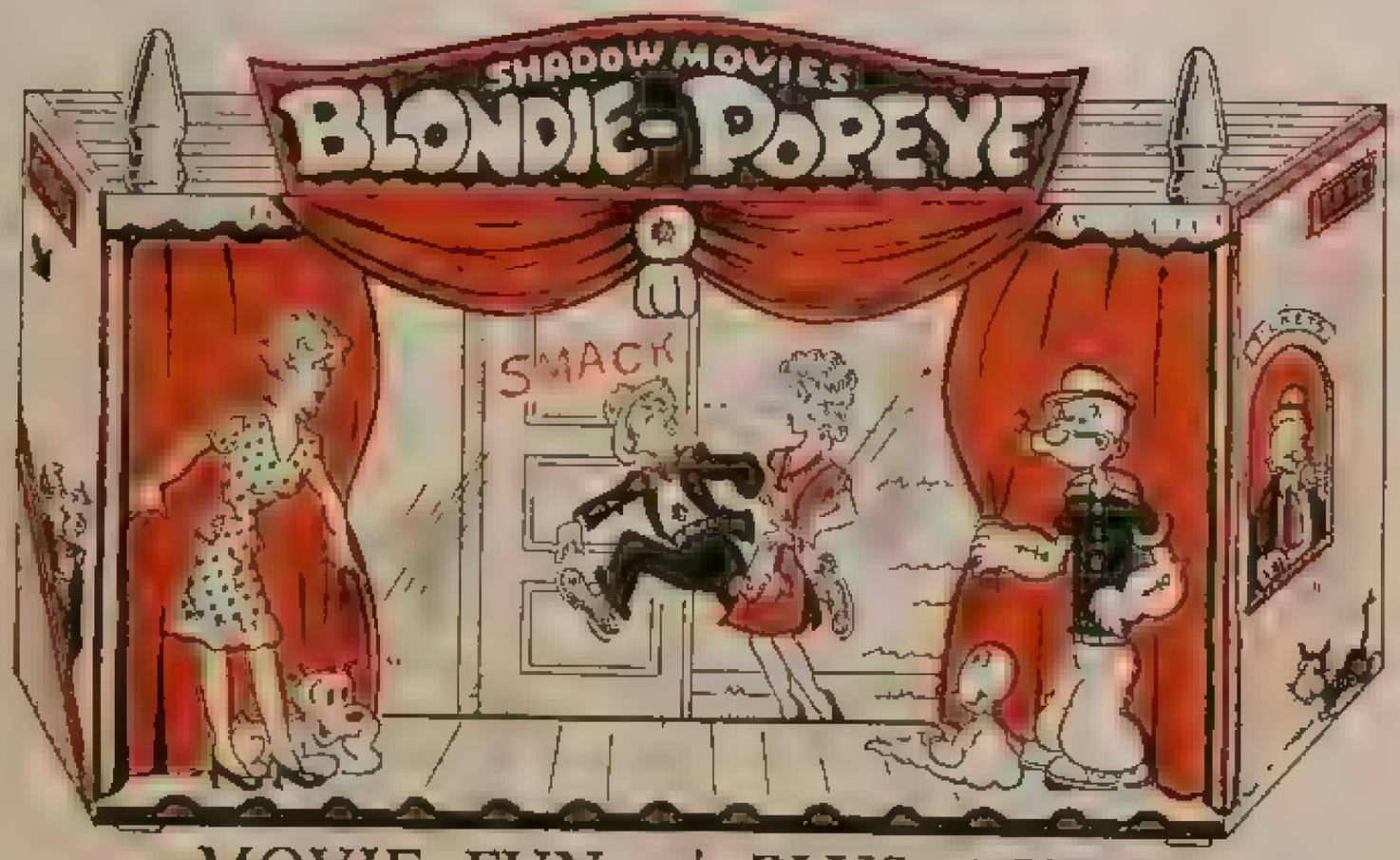
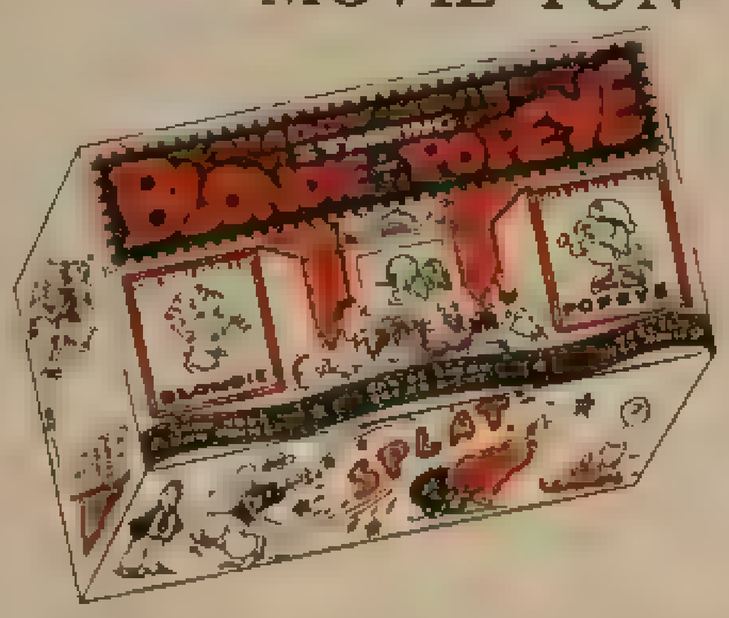
SMASH HIT for '46

SHADOW MOVIES

STARRING



MOVIE FUN + PLUS ACTION



Shadow Movies is packaged in an attractive, beautiful box printed in 4 colors. Size 9" x 5¼". Packed 6 doz. to the carton.

"SHADOW MOVIES" starring those world-famous characters of the silver screen and comic strips: "BLONDIE and POPEYE," along with other comic stars, is now Ready. "SHADOW MOVIES" is new, unique and an outstanding item.

SUGGESTED RETAIL PRICE
25¢

COLORFUL REEL STARS REEL FUN AND ACTION

SAM WEISMAN

ROOM 209

200 FIFTH AVE., NEW YORK 10
MANUFACTURED BY HOB-E TOY COMPANY, PHILADELPHIA, PA.

NEW!

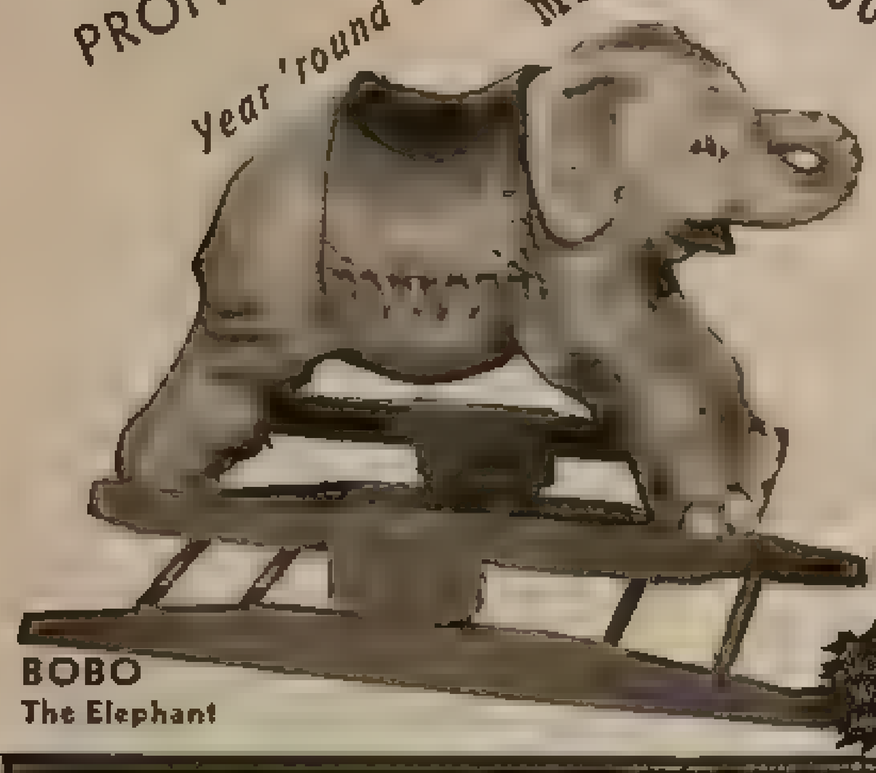
PROFITABLE!

Year 'round Sellers!

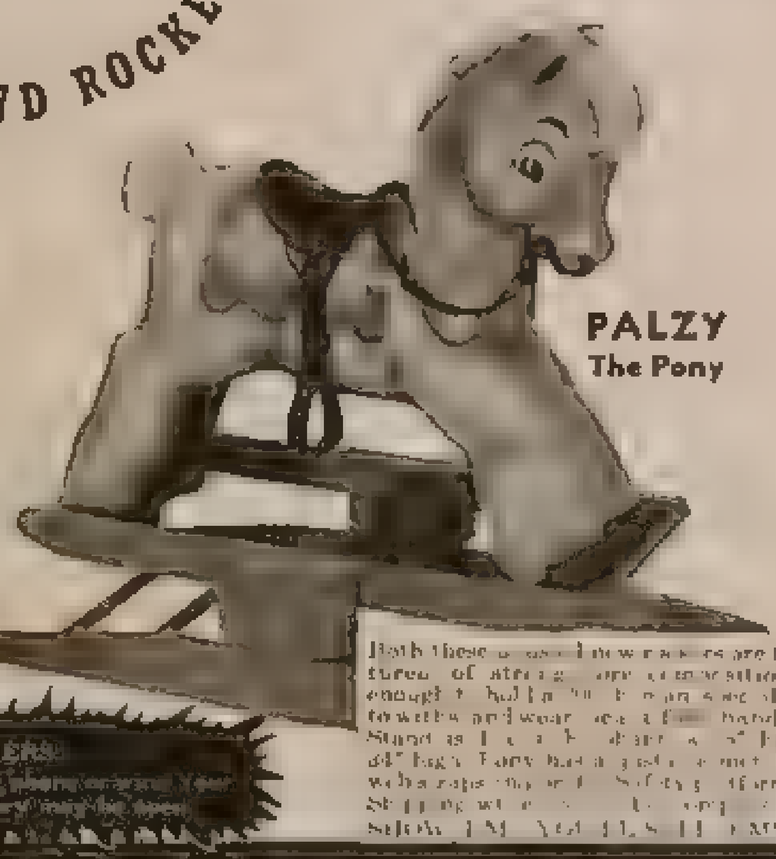
Show These

MERRY G' ROUND ROCKERS

and You'll SELL 'EM!



BOBO
The Elephant



PALZY
The Pony

Both these [illegible] are full sculptured of strong [illegible] strong enough to hold [illegible] and wear. [illegible] Stand as [illegible] of High gloss all bags. Pony has a [illegible] starters. White caps on [illegible] Safety [illegible] rockers. Shipping [illegible]

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is ready to deliver

HOLSTER SETS

WITH

METAL GUNS

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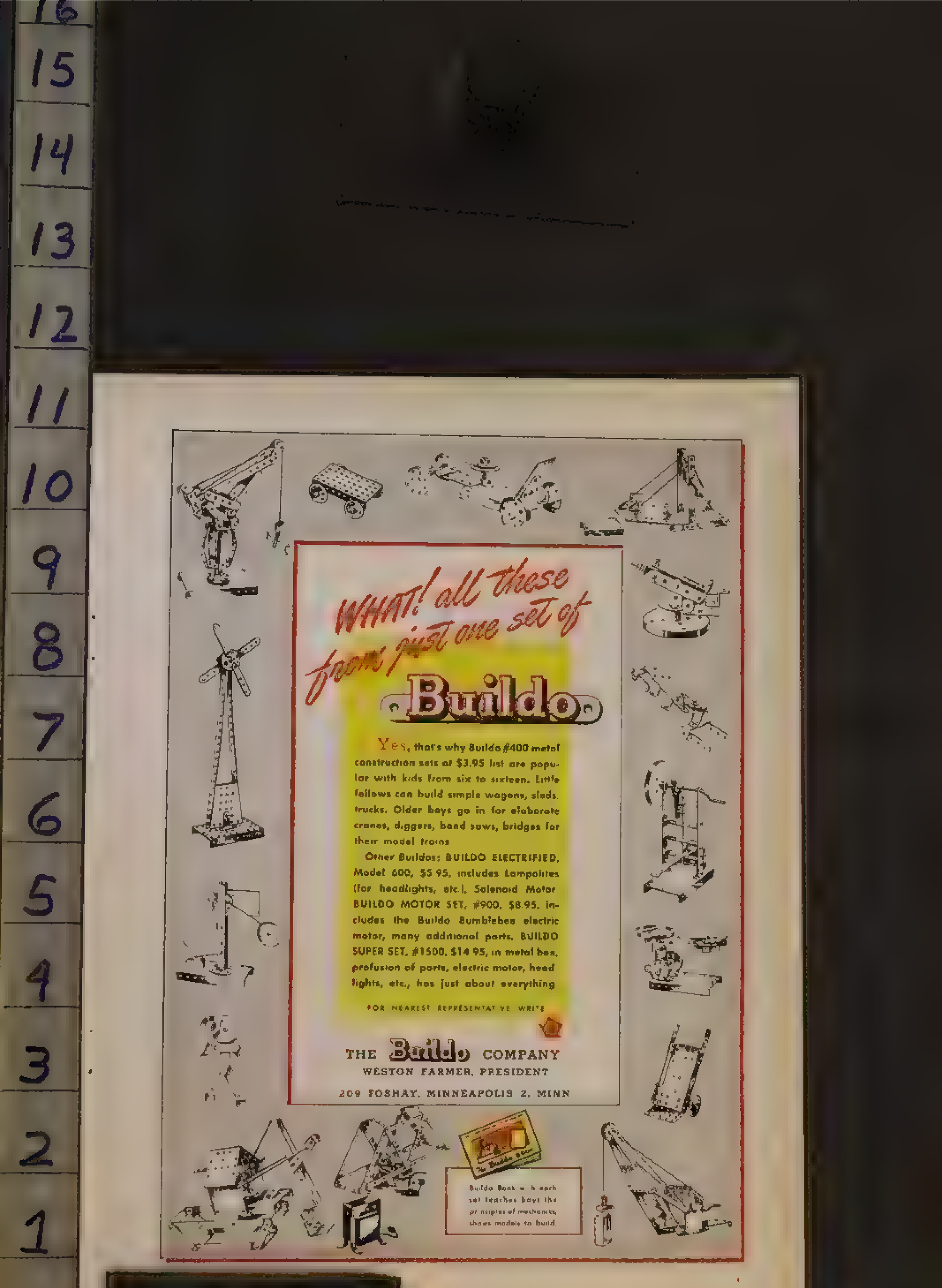
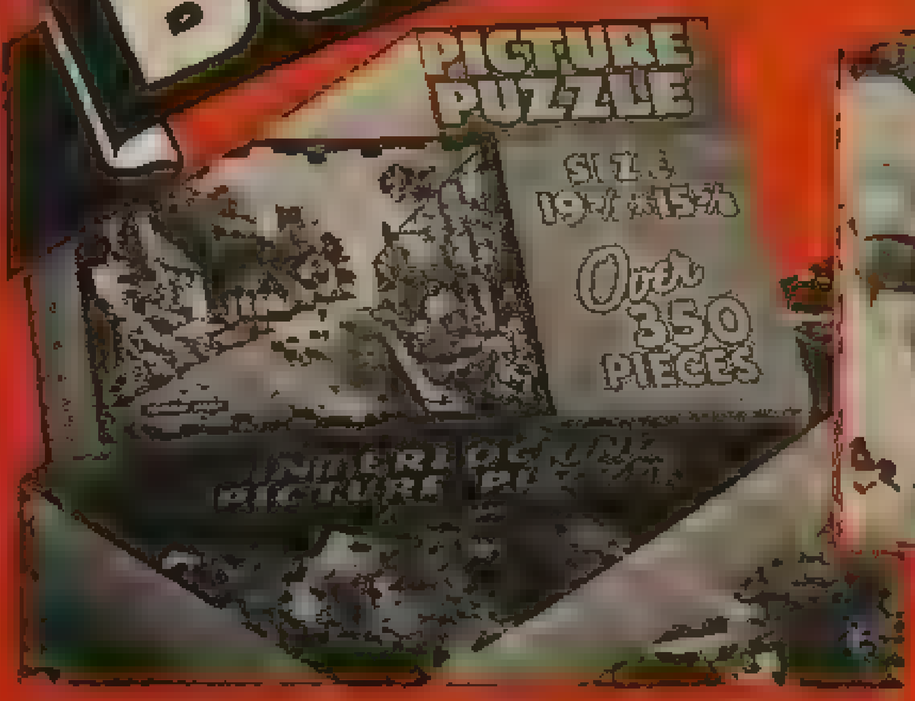

WHAT! all these from just one set of
Buildo
Yes, that's why Buildo #400 metal construction sets at $3.95 list are popular with kids from six to sixteen. Little fellows can build simple wagons, sleds, trucks. Older boys go in for elaborate cranes, diggers, band saws, bridges for their model trains
Other Buildos: BUILDO ELECTRIFIED, Model 600, $5.95, includes Lampolites (for headlights, etc.), Solenoid Motor BUILDO MOTOR SET, #900, $8.95, includes the Buildo Bumblebee electric motor, many additional parts. BUILDO SUPER SET, #1500, $14.95, in metal box, profusion of parts, electric motor, head lights, etc., has just about everything
FOR NEAREST REPRESENTATIVE WRITE
THE Buildo COMPANY
WESTON FARMER, PRESIDENT
209 FOSHAY, MINNEAPOLIS 2, MINN
Buildo Book with each set teaches boys the principles of mechanics, shows models to build.

BUILT-RITE

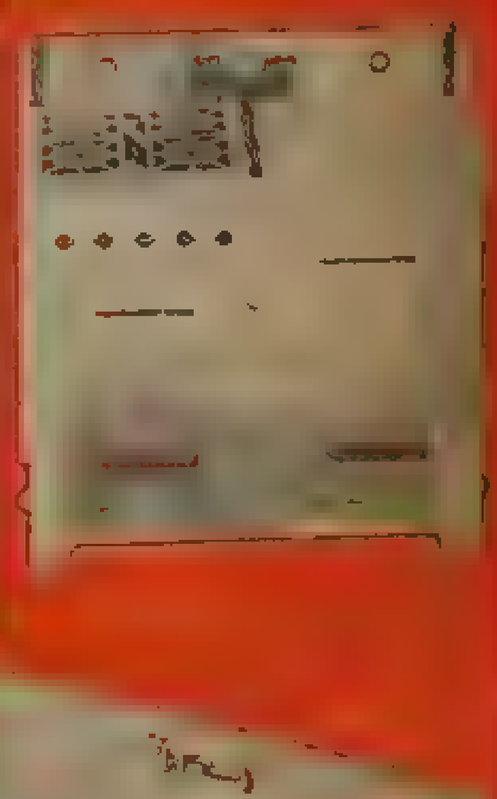


SO REAL! SO BIG! SO MUCH! SO COLORFUL!

For many years the basic educational "play potential" of Built-Rite Toys . . . has proven little short of amazing! Compare their fun value . . . their surprising durability . . accurately realistic scaled designs . . . delightfully ingenious patented construction features. BUILT-RITE offers you a complete group of both new and staple toys of time-proven salability.

Built-Rite is the one Fibreboard line that, despite many attempts at imitation, continues to advance in Big Volume . . . stronger and more popular than ever before!

BUILT-RITE
Fibreboard Toys
Room 1415-A, Merchandise Mart, Chicago
D.v WARREN PAPER PRODUCTS CO.
Lafayette, Ind.



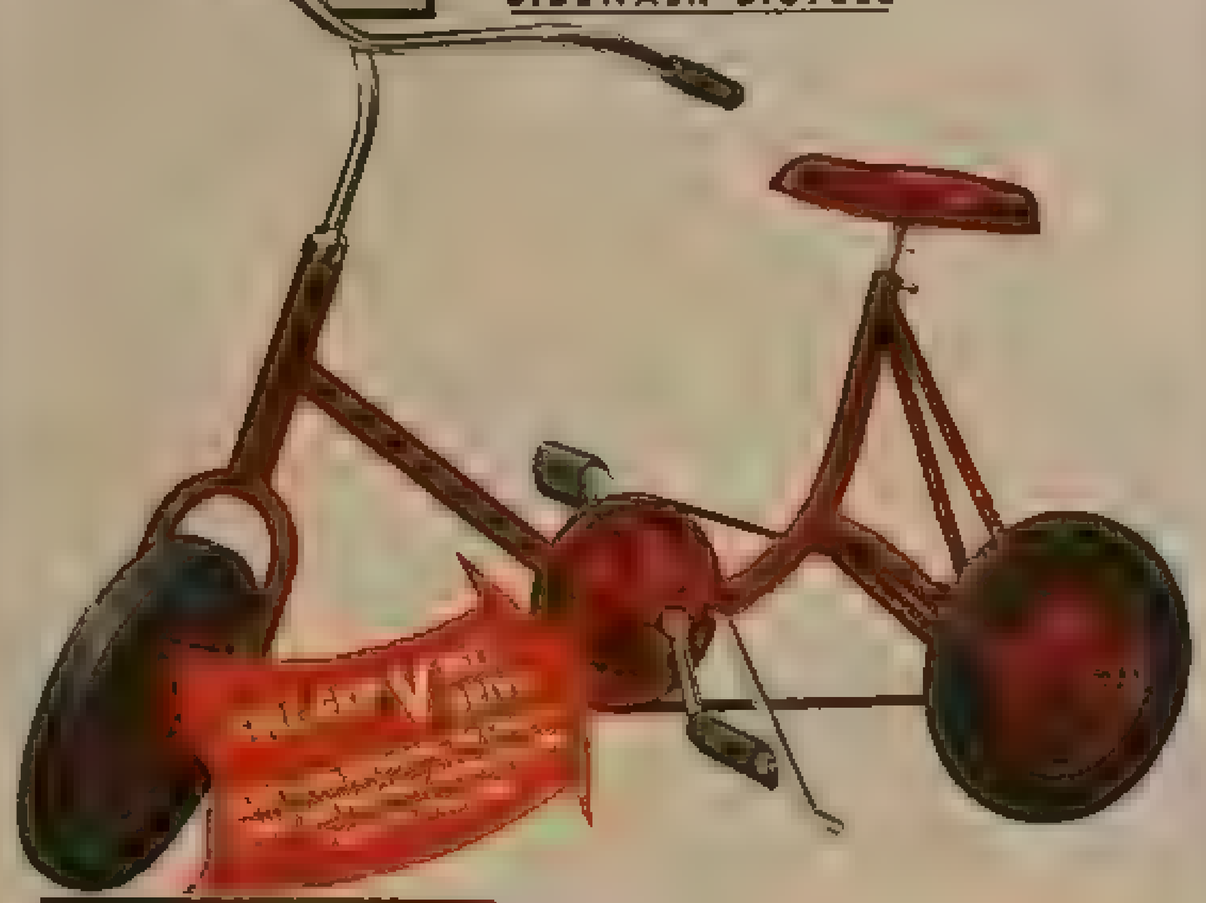
Room 432 - McAlpin

PROFITS

ANOTHER *on wheels* ACHIEVEMENT

California 2-WHEELER

SIDEWALK BICYCLE



HERE'S A REAL *"HE-MAN"* BIKE FOR EVERY LITTLE* BOY AND GIRL!

*Ages 3 to 9

FIRE ENGINE RED and gleaming chrome, streamlined but husky, the new, fully-adjustable, all-steel *California* 2-WHEELER will this year ride into the hearts of millions of "little fellers" straight from *your sales floor* IF YOU GET YOUR ORDER IN EARLY! Production lines are rolling, deliveries starting.

Here's all you need to know about it: All-Steel, Brazed Tubular Frame • V Belt Drive • Tension Screws for Keeping Belt Tight, Drive Wheel Centered • Seat and Handlebars Raise and Lower 7" • Big, 20" Steel Disc Wheels and EXTRA BIG 10.00 x 1.75 BALLOON TIRES, Rubber Hand-bar Grips, Non-Slip Solid Rubber Pedals • 3½ Foot Wheelbase • 26" High at Lowered Position. Packed two per carton —shipping weight 47 lbs. . . **$29.95**

DEALERS: Attractive Discounts to Dealers and Jobbers. Liberal Advertising Allowance. Orders Promptly Filled. Write, wire or phone IMMEDIATE SHIPMENT PASADENA PLANT OR CHICAGO WAREHOUSE

NATIONAL *Cart* CORPORATION

AN AFFILIATE OF Burhans & Associates • 234 E. Colorado St., Ryan 16545, Pasadena 1, Calif.

119

STANLEY *Cast Iron* TOYS

A Really New Idea In IRON TOYS!

Stanley Cast Iron Toys are more than just toys. They are *authentic scale replicas* of [illegible] —so perfectly reproduced and life like that they instantly attract the attention of young and old alike. Beautifully painted and handsomely finished — popularly priced. Now, as you plan your Fall and Holiday assortments, be sure to include the STANLEY LINE — the outstanding new success in IRON TOYS!

STANLEY TOY COMPANY

1301 MAIN ST. OCONTO, WIS.

[illegible]

HUGH D. KENNEY
[illegible] 143 Merchandise Mart
[illegible]

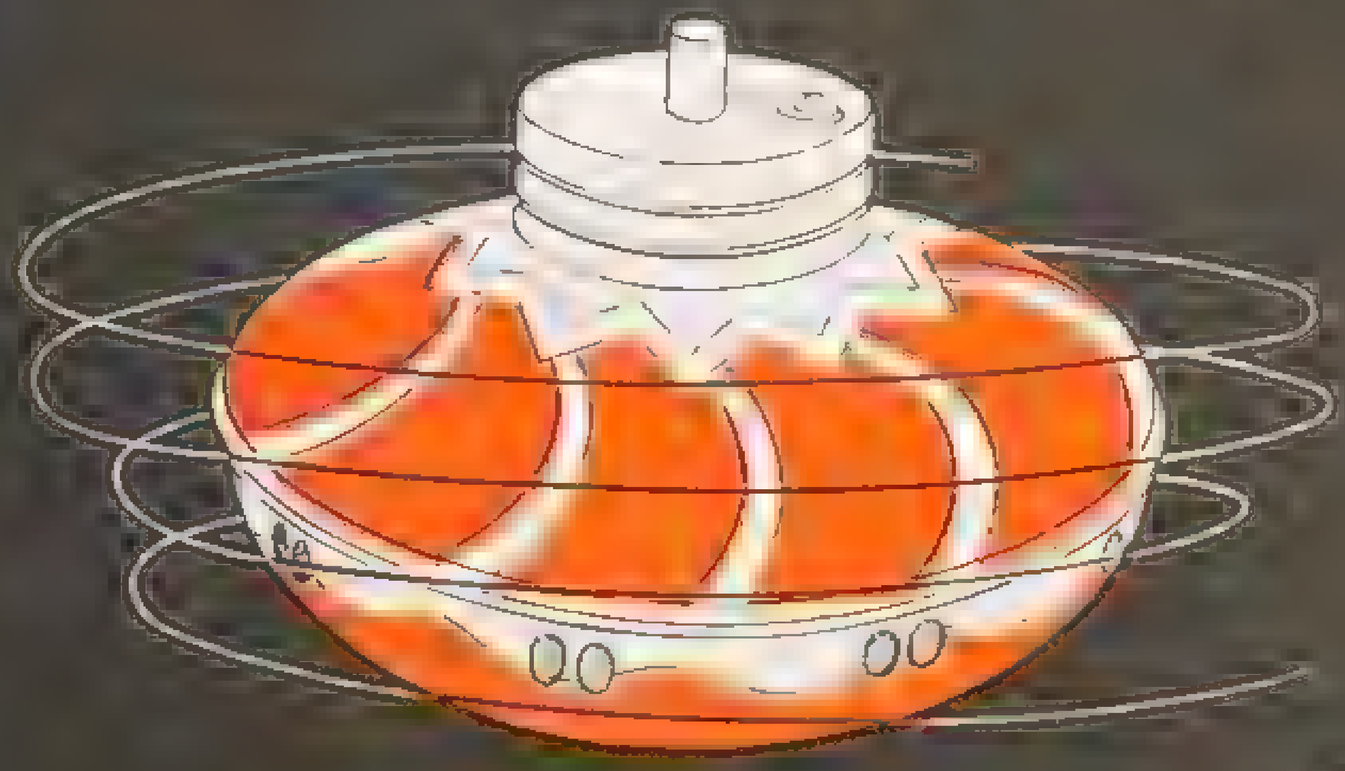
MEISNER & GARNETT
[illegible] 200 Fifth Ave.
New York 10, N. Y.

AL AUGER & KEN ROBERTS
1155 Market St., San Francisco 3, Calif.

ATLANTA TOY MART
[illegible]

DON B. GUTRIDGE
[illegible]

TOP SALES
with metal singing tops



2 SIZES

- 3½" DIA. (APPROX.)
- 5" DIA. (APPROX.)

EACH PACKED IN DECORATED BOXES

BULK PACKED THREE DOZEN IN CARTONS

BLOCK & REDLICH
N. Y. Representative
200 5th AVE
Room 406

DISTRIBUTED EXCLUSIVELY BY
HARVEY - MILLER CORP.
4720 CENTER AVE. PITTSBURGH, PA.
MANUFACTURED BY SPECIALTY INSTRUMENT & MACHINE CO., PITTSBURGH PA

DALLAS SHOW ROOM
407 N. Akard St.
DALLAS, TEXAS
JAS. VYSCO

CONTAINER CORPORATION of AMERICA

The toys which sell themselves

No. 250

SLOTTIE DOLLS from FAVORITE STORIES

4 dolls, 4 animals and the beanstalk. Red Riding Hood, Tom Tom the Piper's Son, Jack and the Beanstalk, Little Bo Peep.
Costumes printed in bright colors.

No. 200

WALT DISNEY SLOTTIES

6 Characters

Donald Duck, Pluto, Mickey Mouse, Minnie Mouse, Panchito, and Jose Carioca. In six colors, these favorites continue to lead the nation's best sellers.

SLOTTIES

3-Dimensional Sculptures

Duplicated 50 cent sellers

"MY HOME"

A prefabricated Concora House

Big enough for two children to play in. Any child can put it together and take it apart in a few minutes.
Size 42" x 42" x 39".

Sold by the Strauss & Murray Exchange

Herbert George Company

TOY · OPTICAL · SPECIALTIES

Build Sales for Dealers — Wholesome Fun for American Youth

All Aluminum

TELESCOPE

STILL THE OUTSTANDING BUY for VALUE SEEKERS!

- Built like and looks like a genuine, high grade optical instrument, yet sells at a toy price.
- Has fine optically ground and polished lenses, assuring clean, sharp image and wide vision field.
- 3 sections of Alcoa Aluminum, capped with plastic as handsome as it is durable.
- Nothing to compare with it in quality and performance at anywhere near the price. A proven sales success on thousands of store counters the country over.

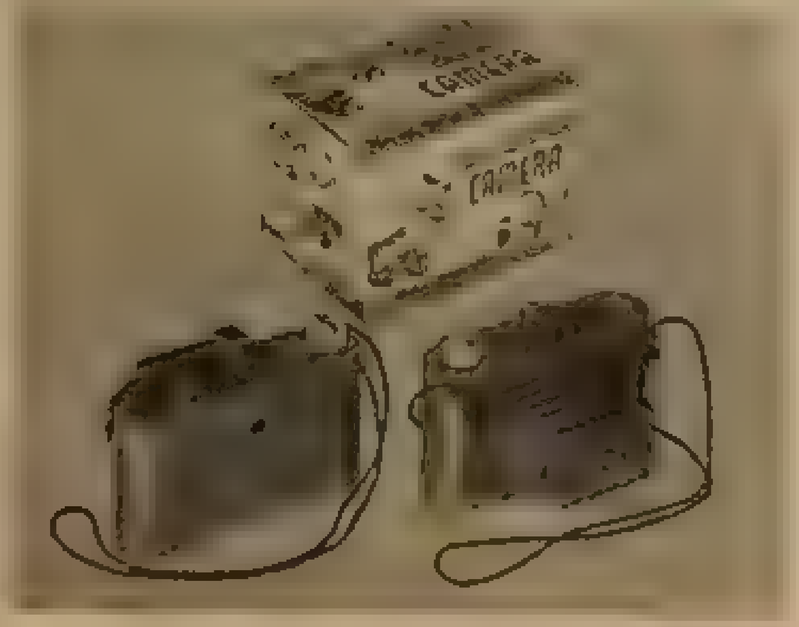
$1.59 RETAIL

Opens up to impressive 14-inch length but folds down to 8½ inches for easy portability. Individually boxed in attractive carton.

OPTOYS

Boys and Girls—A Genuine

donald duck CAMERA



RETAILS **$2.98** including excise tax

Here for the first time is a real, easy to operate Camera, designed, made and merchandised solely through toy departments for the great juvenile market.

Made of gleaming, durable plastic, the Donald Duck Camera is a beauty in appearance, with picture performance that enables youngsters of 6 to 12 to snap pictures that rival those of Dad's expensive instrument. Orders now being filled in rotation as rapidly as increasing production facilities permit.

Herbert George Company Not Inc.

Manufacturers of Toys and Optical Specialties

213-17 N. Desplaines Street CHICAGO 6, ILL.

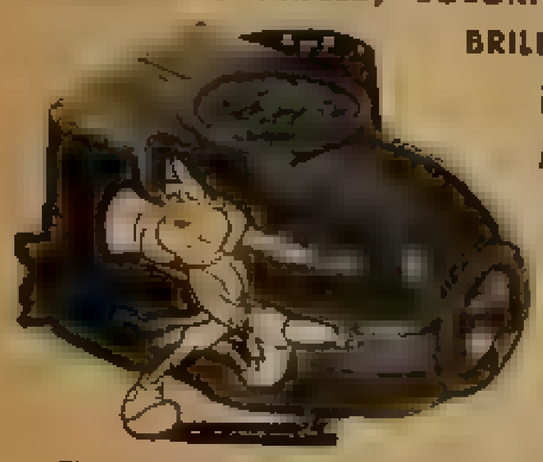
Oh Boy! Take a look at THIS !!

Already, the MICKEY MOUSE VIEWER has so justified our faith in its saleability and potential popularity, that we have had to *treble* our production capacity.

Thousands of alert dealers, all over the country, have given the nod of approval to this brand new and *different* toy — and 1946 gives bright promise to every dealer joining the big parade.

13 genuine WALT DISNEY Film Strips available — each with the exquisite, colorful artistry of a world renowned Disney Production. Small wonder dealers are finding MICKEY MOUSE VIEWERS and Film Strips a rich bonanza of sales. Come-back sales are swelling in volume.

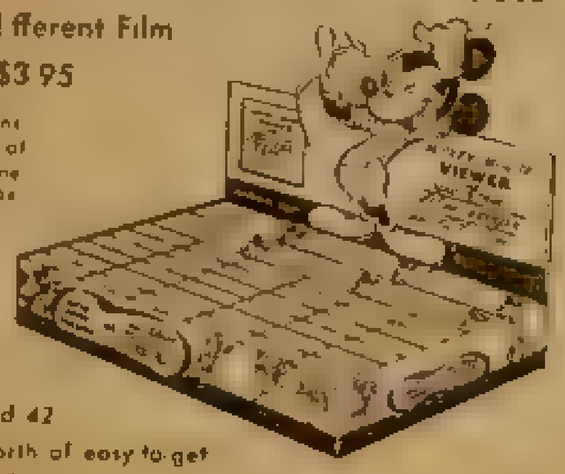
POPULARLY PRICED, COLORFULLY PACKAGED, BRILLIANTLY FINISHED in gleaming plastic. **MICKEY MOUSE VIEWER and No. 1 WALT DISNEY Film Strip... $1**



The GIFT SET is a cash register bell-ringer. As a display piece, sells itself, and the smartly designed box is its own gift package. Contains 1 MICKEY MOUSE VIEWER AND 13 different Film Strips, to retail at $3.95

Individual FILM STRIP Envelopes showing Number and Title of Subjects at 25¢ each. One dozen of one type in a box

HANDSOME COUNTER DISPLAY CASE (shown here)



dispenses 6 Viewers and 42 Film Strips — $15.00 worth of easy-to-get sales. Reorder individual Viewers or Strips as you require for refill. Viewers packed 12 to carton

Discounts: Less than $3.00 list value, [illegible] $3.00 or more list value 40%. Write for larger quantity discounts

CRAFTSMEN'S GUILD

6916 Romaine Street • Hollywood 38, California

A Game Name to Remember

YOUNGSTOWN GAMES

"They're So Completely Different"

- *The* **FOOTBALLER**
- *The* **BASEBALLER**
- *Major League* **BASEBALL**
- *Bert Wheeler's* **TAXI**
- **SLUGGER**

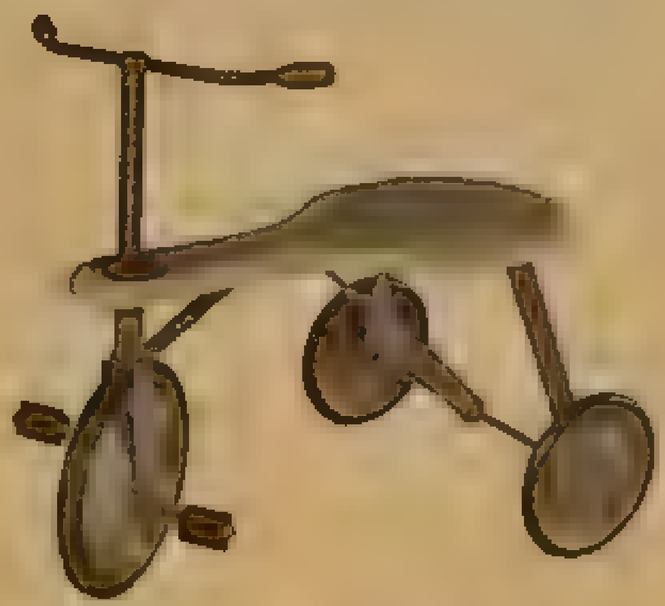
HAVE YOU ORDERED YOURS?

Write for Prices and Catalog

YOUNGSTOWN SERVICE PRODUCTS CO.

25 W. Hylda Ave.
Youngstown 3, Ohio

Quality Toys in Gay California Colors



PED-L CAR

Write today for full details!

WADE PRODUCTS CO., INC.

7373 Melrose Ave. Hollywood 46, Calif

Manufacturers of

PED-L-CAR and TRI-CAR

NOW, FOR THE FIRST TIME, A PLASTIC

TOY TELEPHONE BANK

WITH DISNEY'S FAMOUS CHARACTERS!

Yes, here's an item that speaks for itself and sells itself wherever displayed. Kiddies are wild for it. Makes them feel "grown-up" as they talk into their own telephone that's an exact, true-to-scale junior model of a real phone. So safe to use, too! And how the youngsters revel in its Disney comic characters – Pluto, Donald Duck, Mickey Mouse. No other toy telephone has them!

Comes in an assortment of brilliant, chip-proof colors . . . Be sure to "plug in" on this big seller that's bound to give you the right number, always, in sales and profits.

Call your local jobber. If he can't supply you, write us direct.

WRITE TODAY FOR OUR LATEST CATALOG

ONLY *Revells'* PLASTIC

TOY TELEPHONE

Has These Big Features!

1. Only one that pictures Famous Walt Disney Characters
2. Has a Built-in Savings Bank
3. Bell Rings Every Time a Coin is Dropped in
4. Dial Turns and Clicks Just Like a Real Phone
5. Featherweight! Sanitary! Washable! Chip-Proof!

Revell Plastics

STYLED IN CALIFORNIA

Manufactured by **PRECISION SPECIALTIES**

210 North Western Avenue • Los Angeles 4, California

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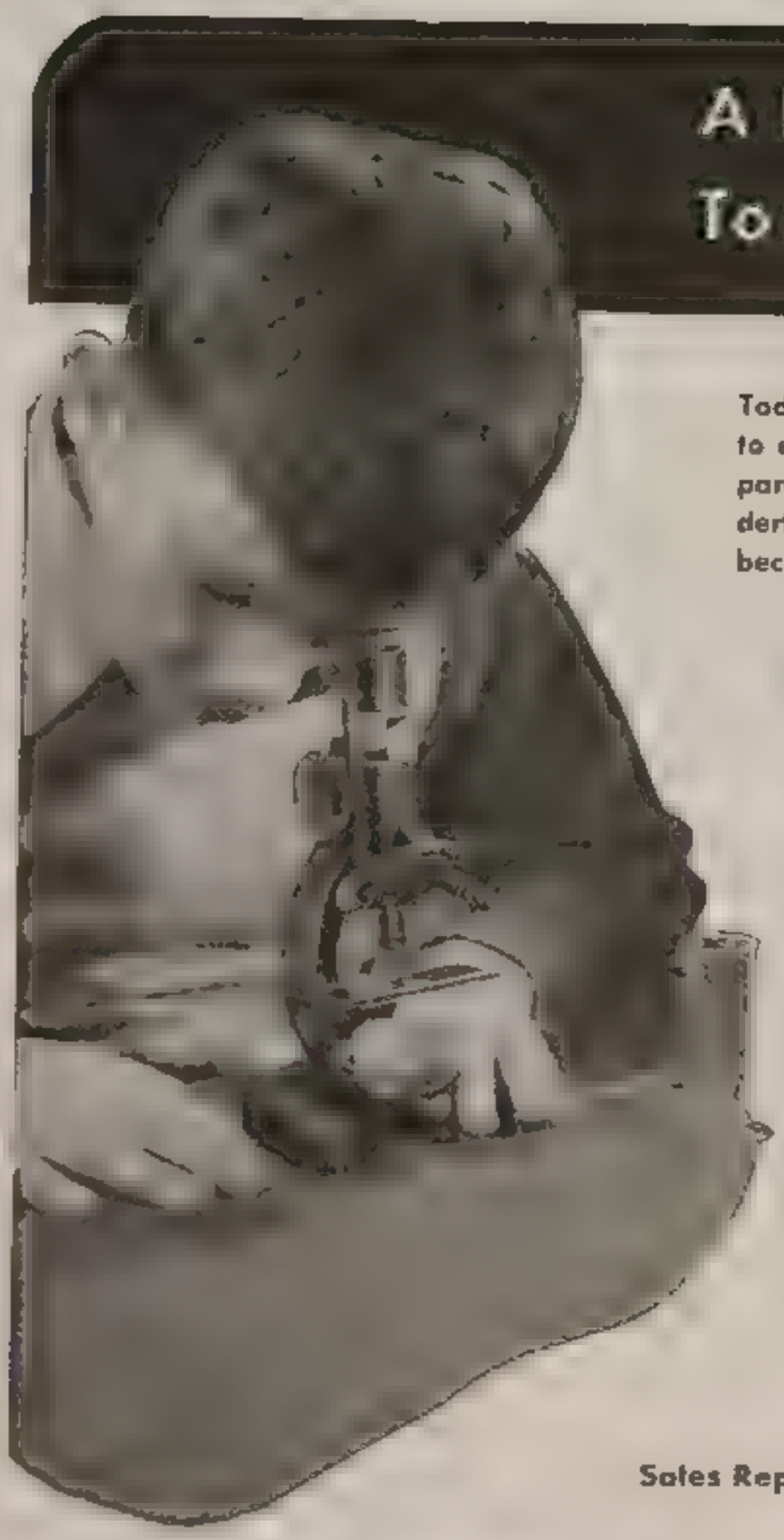


A Ring Microscope Appeals To Every Boy and Girl!

Today, every wide-awake boy and girl wants a microscope . . . to explore the exciting new world of science. It's a request wise parents are glad to grant. They know that a microscope is wonderful fun and a grand education. They buy the RING microscope, because it is carefully designed to "teach while it entertains!"

RING'S 1946 MODEL MICROSCOPE

This fascinating toy is made by the world-famous optical craftsmen of Rochester, N. Y. It's built exactly like a laboratory model . . . precision-tested and smartly designed. It's a toy you can be proud to offer!

TO DISPLAY IT IS TO SELL IT

Sales-Making Features of RING'S 1946 Model Microscope for Boys and Girls:

- Specially Designed for Quick Focus
- All Metal Body
- Automatic Turret Gives Choice of 3 Different Powers (Low, Medium, and High)
- Packed with Complete Laboratory Accessories in a Colorful Box that Makes a Striking Counter Display

Sales Representatives: **MOSELEY & ABRAHAMS**
200 FIFTH AVENUE
NEW YORK 10, N. Y.

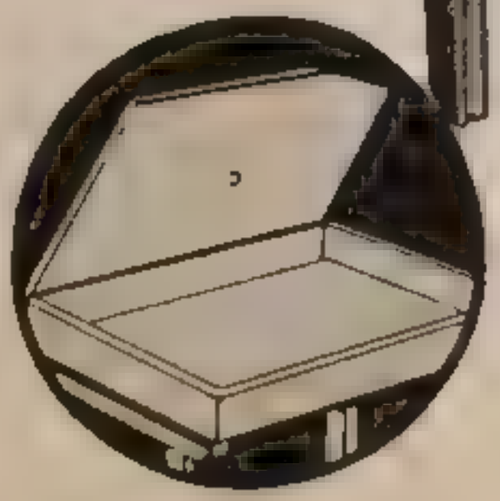
MODEL 600

MODEL 800
Packed complete in beautiful wooden box that opens to form ideal laboratory cabinet.

RING
OPTICAL COMPANY
Rochester 4, N. Y.

Feature The NEW No. 700 "SCHOOL PAL"

A Sensational, Profitable Seller!



View of top of desk raised, showing roomy inside compartment handy for keeping writing materials

Each Desk Set Complete with Chalk and Eraser

Suggested Retail Price

8.50

Complete Set

SLATEX TOP DESK and TOY COMPARTMENT BENCH

The Leader of Its Class!

Here's a number that's really tops in sales and tops in value. Designed to help you reach new profit peaks. A proven overwhelming favorite in the desk-blackboard field. Specially sized for youngsters, the "SCHOOL PAL" combines beauty, utility and maximum sitting comfort. Act on this sales sensation now!

Model No. 700

- Constructed of Selected Hardwood
- Desk size: 22" high, 16" wide
- Bench: 14" high, 13½" wide
- "Slatex" Shatterproof top (hinged)
- Natural finish
- Rubbed Lacquer—High Lustre
- Storage Space in Bench
- Packed 2 to a Carton (completely assembled) Shipping Weight 35 lb.

Order NOW to Insure Prompt Delivery

KOGEN MANUFACTURING COMPANY

Main Factory and General Offices 9246 S. HARBOR AVE. CHICAGO 17, ILL.

Chicago Showroom 1628 MERCHANDISE MART

New York Showroom 200 FIFTH AVE. BLDG.

New MUSICAL SENSATION!

CALLIOPÉ

FULL KEY RANGE -- PLAYS COMPLETE SONGS

ELECTRICALLY OPERATED

SOUNDS EXACTLY LIKE A *Real* CIRCUS, CALLIOPÉ

NOTHING LIKE IT HAS EVER BEEN SEEN IN THE TOY TRADE!

We cordially invite all buyers to visit us and see this thrilling musical instrument which will bring endless hours of fun, entertainment and education to young boys and girls. Slight pressure on piano keys bring out the full rounded musical Calliope notes just like the real ones at the circus.

GEO. BORGFELDT CORPORATION
44-60 East 23rd Street, New York, N. Y.

ELECTRIC PLAY STOVE

New!

LIGHTS UP!

LOOKS REAL!

100% SAFE FOR YOUNGSTERS

Jim Prentice, **inventor and patentee of the first Electric Sports Games now sold by the hundred thousands yearly, got up this clever little stove for his daughter, so that she could safely play cook without fear of short circuits or burnt fingers.**

A FAST SELLING ITEM—Marketability, tested and proved last Christmas at high spots throughout the country (one New York store sold over 15,000 in three weeks) it is now in production and ready for big sales through toy departments everywhere.

A GOOD VALUE—The stove measures 13 x 6 x 7 inches and is sturdily constructed. It is very imposing with white glossy coated front and sides, gray trim and red decorations. Two levers for the broiler and burner. Turn either one and the stove top is aglow, fascinating the imagination of little homekeeping hearts. **BUT, THERE'S NO HEAT TO BURN LITTLE FINGERS.** Stove is made foolproof—100% safe by the ingenious use of a flashlight battery and miniature incandescent lamps.

NATIONAL ADVERTISING—Here's a new product with terrific appeal, in the right price bracket. A highly satisfactory piece of merchandise to handle, guaranteed by a reliable manufacturer and advertised in color pages in national magazines.

Price $1.50, without battery *Order Early*

WHIZ FOOTBALL BASEBALL, BOWLING
PROVEN SELLERS Now in attractive new box
Improved construction More eye appeal

ELECTRIC GAME CO., INC., Holyoke, Mass.

ON DISPLAY AT MONROE OSTEN, 200 Fifth Ave., New York William E. Colvin, Los Angeles Samuel Conn, Baltimore

CADACO-ELLIS GAMES

THEY'RE BACK..

Three BEST Sellers!

Out for the Duration . . . there's a pent-up demand for these nationwide favorites:

- **FOTO-ELECTRIC FOOTBALL**
  The spectacular game where you actually SEE the ball-carrier move!

- **HOOKEY**
  The children's favorite.

- **BAS-KET**
  Real basketball in miniature with action every minute.

See these prime favorites and other outstanding CADACO-ELLIS successes in our permanent display:

ROOM 407
FIFTH AVENUE BUILDING

CADACO-ELLIS—*Originators of Games*

Merchandise Mart
CHICAGO, ILL.

Room 407 — 200 Fifth Ave.
NEW YORK

[redacted]

CRAIG-HOPKINS & CO.

Makers of the Best Games and Pastimes

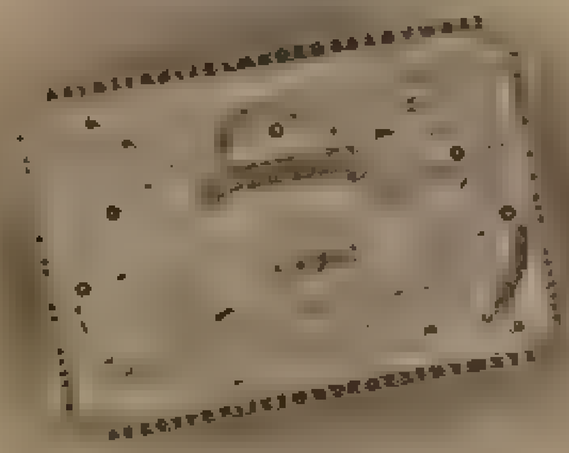
for Quick Sales feature these four

Each is a true Craig-Hopkins game . . . based on sound, time-tested principles . . . incorporating novel and distinctive features that make each Craig-Hopkins game a leader in its field . . . as modern as Radar . . . as exciting as your favorite mystery thriller. These four new numbers are sure fire money makers. We are happy to add them to the CRAIG-HOPKINS family of popular games and pastimes.

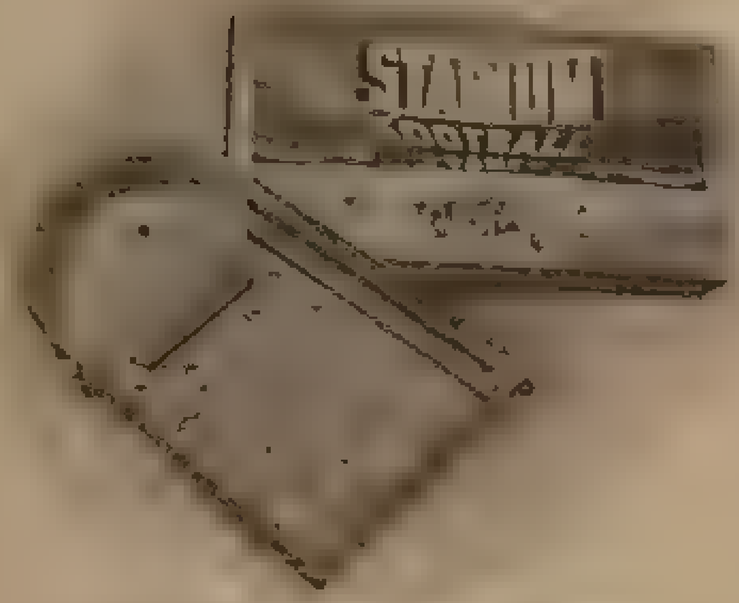
Jo-Ker-Jo, Let's Fish, Round-Up, Zoo-Zoo, Cross Stix, Crystal Art, Watermelon Patch, Jewel Designs, That's Mine, Challenge, and Ali Baba and the Forty Thieves.

General Offices
1423 Merchandise Mart
Chicago 54, Ill.

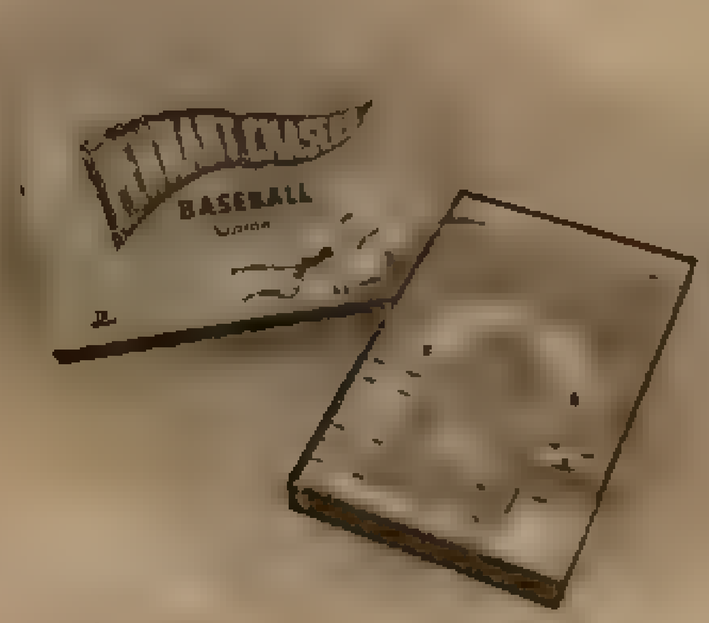
New York Sales Offices
William M. Grace
Room 303-305, 200 Fifth Ave



TEACHER'S PET



STADIUM FOOTBALL



PENNANT CHASERS

ELECTRIC QUIZMASTER

PUT YEAR 'ROUND

SALES POWER

on your TOY counters

with these genuine OCD

GAS MASKS

GREATEST TOY SENSATION IN YEARS

* PRICED FOR VOLUME SALES
* LASTING PLAY VALUE
* JUST RELEASED BY U. S. GOV'T.
* BRAND NEW and GUARANTEED

LOADED WITH PLAY VALUE! EVERY "RED BLOODED" BOY WILL WANT ONE

These genuine OCD noncombatant Gas Masks are the real McCoy—finest materials designed for comfort loaded with real play value. Every boy will want one! Every sale you make will lead to a chain of sales. Get them on your counters now they sell the year round. They're a natural for big volume toy merchandising.

FAST TURN-OVER BUILDS $ VOLUME

Selling well under a dollar these masks hit the MASS TOY MARKET Because they are priced within reach of everyone boy scouts world fire. They are priced right down where turnover and volume sales hit the peak

Made to Government specifications with flesh rubberized fabric body elastic head bands plastic shatter proof goggles filtering canister with air intake valve positive acting diaphragm type exhaust valve TOPS IN QUALITY TOPS IN PLAY VALUE TOPS FOR PROFITABLE TOY MERCHANDISING

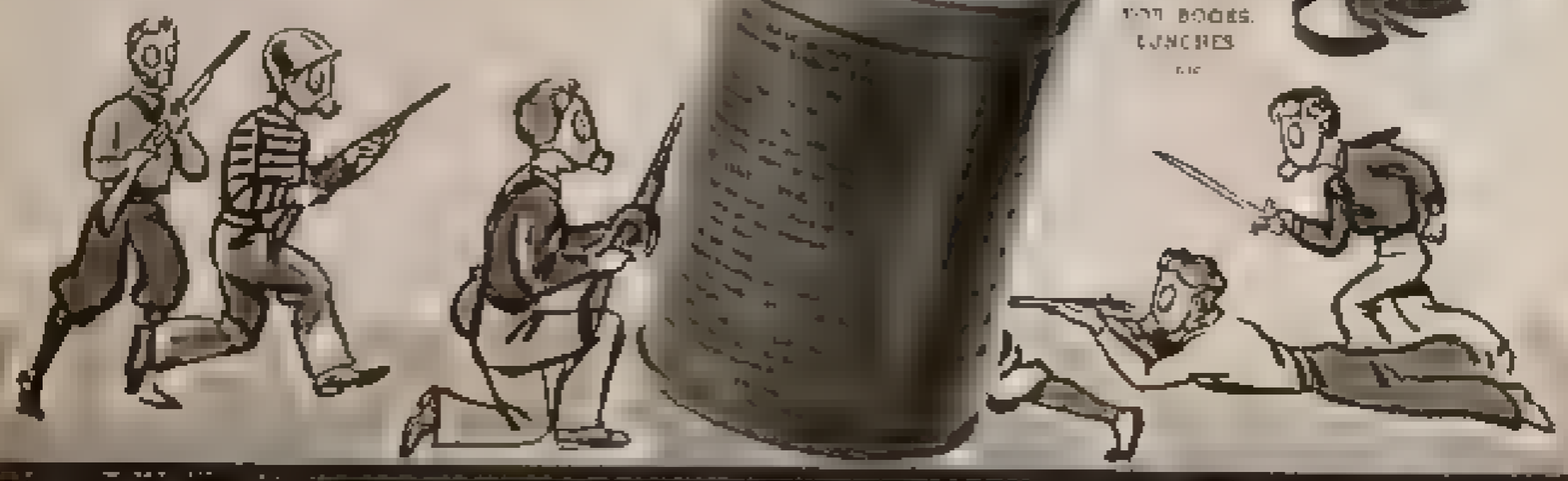
ORIGINAL COST TO GOV'T $2.50
SUGGESTED RETAIL 69c

YOUR COST EACH **41¢** IN CASE LOTS OF 20

JOBBERS, WRITE FOR SPECIAL PRICES

COMPLETE WITH CANVAS SHOULDER STRAP BAG

BAG MAY BE USED FOR BOOKS, LUNCHES ETC



STARK'S • 509 So. State St. • Chicago 5, Ill.

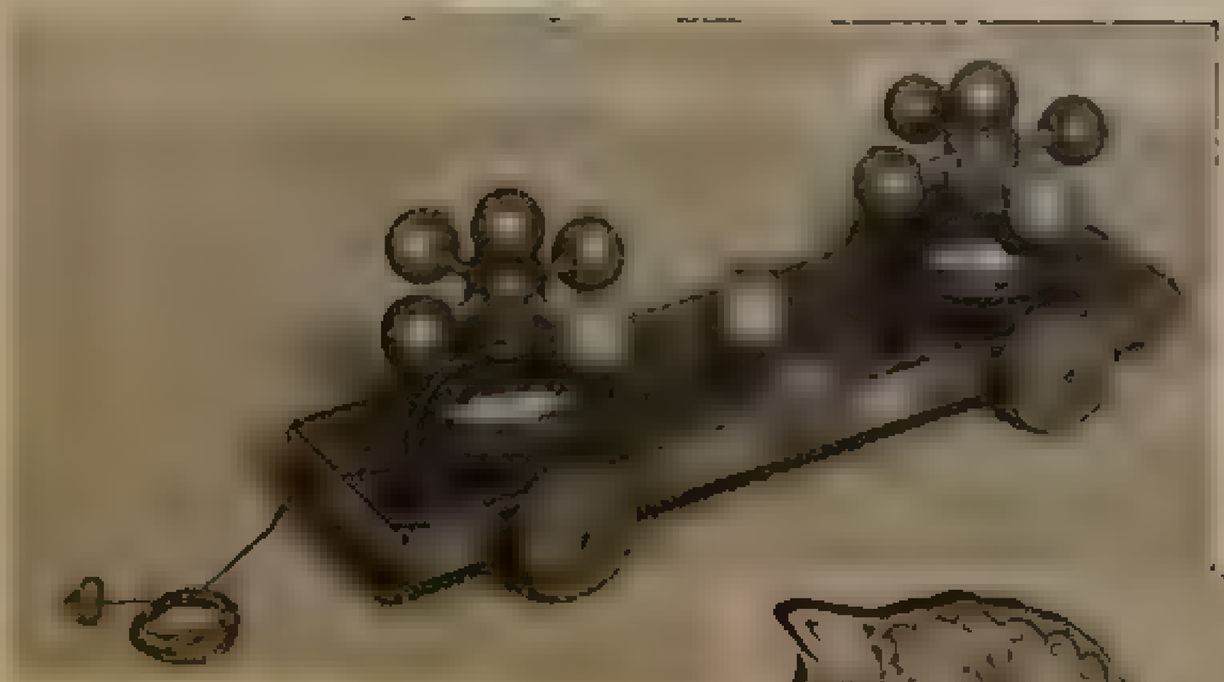
28

IT SEWS!
NEW
IMPROVED
GATEWAY
"Junior"
SEWING MACHINE
• IMPROVED CONSTRUCTION
• FEWER PARTS
• EASY TO OPERATE
• BETTER SEWING
BE RETAILED AT $300
C. L. BRADFORD AND ASSOCIATES
1486 Merchandise Mart, Chicago 54, Ill.

[redacted]

when you *Push Pull Dial Ride* them . . .

BELL TOYS



Pull Toys

Rider Toys

We illustrate here just a few of the many GONG BELL headliners, crowded with color and ACTION.

the
GONG BELL
Manufacturing Co.
200 Fifth Ave., New York City
factory at East Hampton, Conn.

★ *A New and Exciting Toy Which Will Thrill and Delight Any Tot.*

RETAIL PRICE
$1.25

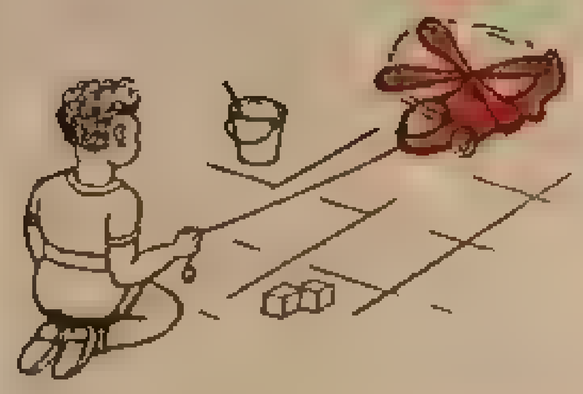
WEIGHT
APPROX. 1 lb.

Aluminum
HELICOPTER
Pull-Toy

Here's a new action toy which is sure to be a sensation. Retails for $1.25 and is more than a simple pull-toy. Designed by a well known aircraft engineer, this model is well built with fool-proof metal gears which rotate the blades when pulled on its rubber tired wheels. The body is of die cast aluminum; light, durable and with no rough edges. Finished in bright, striking colors with Red, Blue, Yellow and White bodies with contrasting transparent colored plastic nose and rotor blades.

Size: 9" long, 4" high.
Individually boxed.
Packed 24 to a shipping carton.

See the New Helicopter and a full showing of soft stuffed novelty toys at any of the Sales Offices listed below



Manufactured by

THE RUSHTON CO.

578 Bankhead Ave., N. W. Atlanta, Ga.

SALES OFFICES:

New York, 200 Fifth Avenue
Chicago, 14113 Merchandise Mart
Los Angeles, 656 South Los Angeles St.

19

AT THE TOY FAIR—Room 106 HOTEL BRESLIN

SOMETHING *New* HAS BEEN ADDED TO San-Hygene CHILDREN'S ROCKERS

No-Sag Springs

AT NO INCREASE IN PRICE

- LARGER
- MORE PADDING
- NO-SAG SPRING SEATS
- RED, BLUE OR IVORY LEATHERETTE

ONLY $6.00 Plus O.P.A. Adj. Charge

STYLE 210 ROCKER WITH SPRINGS

In the face of rising costs and with a price increase granted, San Hygene announces a greatly improved Children's Rocker — the new Style 210 Chair with Springs — *at no price increase!* It's larger and better looking with No-Sag Springs in the seat for durability and greater comfort. Display this chair the year around. Mail your order NOW for prompt delivery.

STYLE 410 ROCKER PADDED

The same chair we've always furnished—well padded [illegible]

$5.75

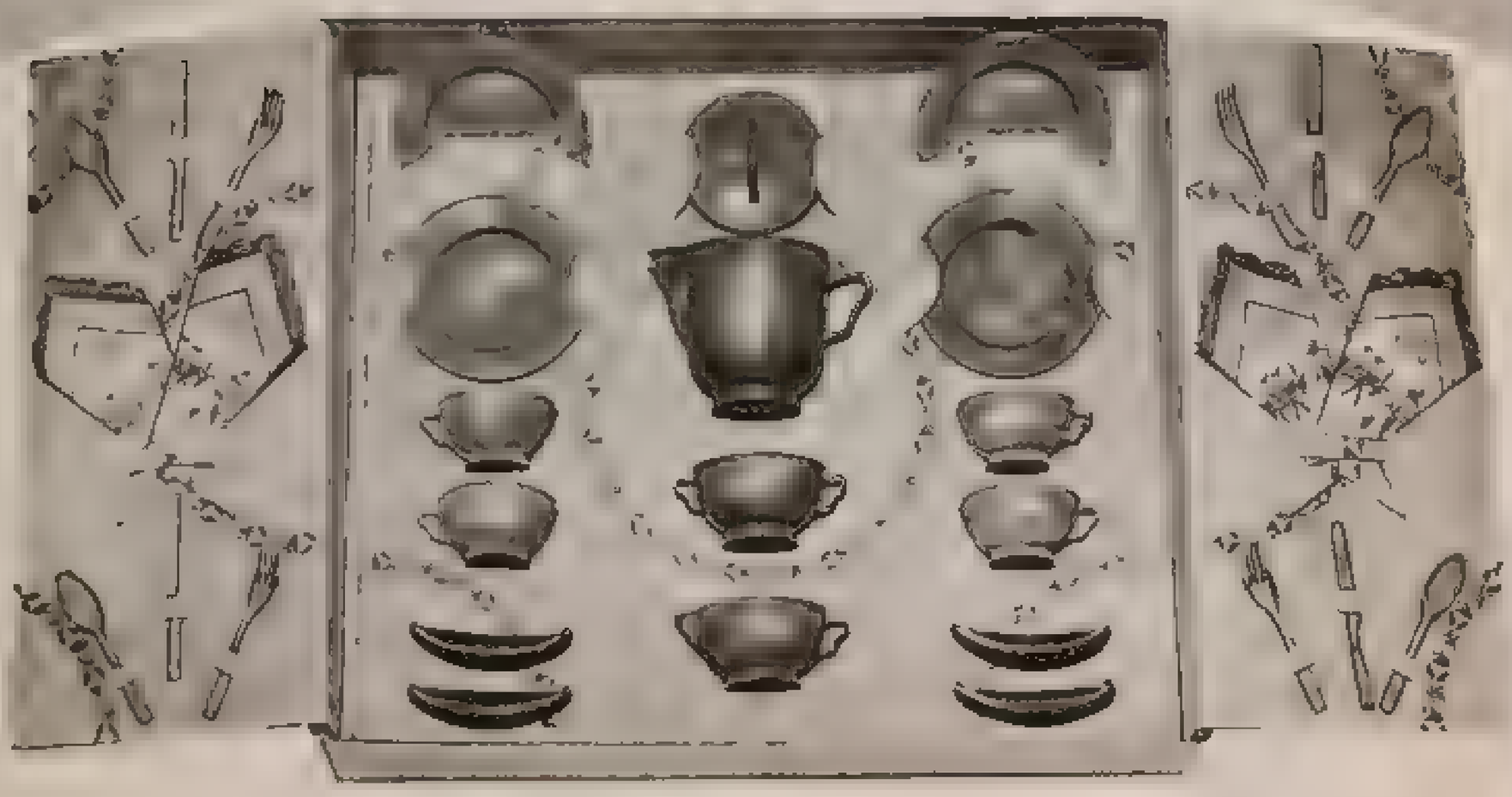
ANOTHER SAN HYGENE PRODUCT

San-Hygene UPHOLSTERY COMPANY

698 MIAMI STREET, AKRON 11, OHIO

273

SELLING BIGGER THAN EVER



NUMBER ILLUSTRATED
IS TSF200. $2.00 Retailer

Ideal

PLASTIC TOY
TEA AND DINNER SETS

In addition to the complete line of plastic tea sets, Ideal features for 1946 the new dinner sets with gravy boats, ladles, casseroles, large and small platters in sparkling, brilliant plastic colors

ORDER ALL YOUR PLASTIC DISHES FROM IDEAL'S COMPLETE LINE . . . ONE OF THE LARGEST PLASTIC LINES IN THE COUNTRY

Beautifully boxed sets to retail from 25¢ to $5.00

Ideal

IDEAL NOVELTY & TOY COMPANY
200 FIFTH AVE., NEW YORK 10, N. Y.

Jim Prentice NEW ELECTRIC Games

BALL ACTUALLY MOVES IN PLAY
ELECTRIC BASEBALL
LAMPS LIGHT TO SHOW PLAY
UMPIRE RULES ON GROUND BALLS "SAFE OR OUT"
BATTER SWINGS "A HIT OR OUT"

Now ... exciting new features

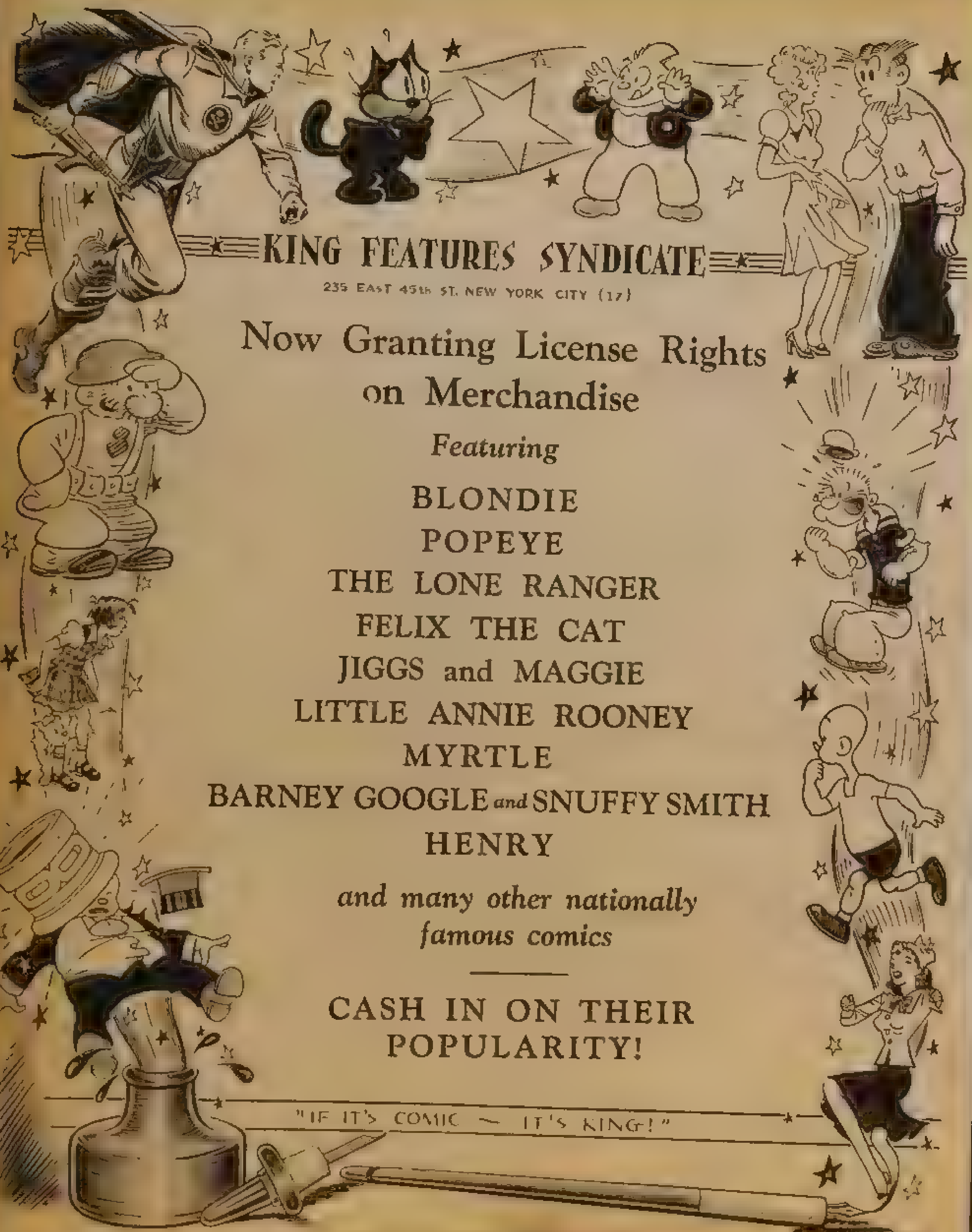
The most realistic Baseball Game ever made—

perfect for Spring promotion as well as for holiday sale.

Also, Electric Football and Electric Bowling—backed by the largest national advertising campaign in history.

NOW ON DISPLAY AT
MONROE OSTEN, 200 FIFTH AVE., NEW YORK
WILLIAM E. COLLIN, LOS ANGELES
SAMUEL CANN, BALTIMORE

THE ELECTRIC GAME CO., INC., HOLYOKE, MASSACHUSETTS



KING FEATURES SYNDICATE

235 EAST 45th ST. NEW YORK CITY (17)

Now Granting License Rights on Merchandise

Featuring

BLONDIE
POPEYE
THE LONE RANGER
FELIX THE CAT
JIGGS and MAGGIE
LITTLE ANNIE ROONEY
MYRTLE
BARNEY GOOGLE *and* SNUFFY SMITH
HENRY

and many other nationally famous comics

CASH IN ON THEIR POPULARITY!

"IF IT'S COMIC — IT'S KING!"

436

STILL THE "HIT" OF THE TRADE

LI'L ABNER AND HIS DOGPATCH BAND

© UNITED FEATURES SYNDICATE

THEY CAME — THEY LOOKED AND THEY —— BOUGHT

MAKE SURE YOU ANTICIPATE YOUR IMMEDIATE REQUIREMENTS FOR THE YEAR'S MOST OUTSTANDING MECHANICAL TOY

UNIQUE ART MANUFACTURING COMPANY, Inc.

SAMUEL I. BERGER, President

200 WAVERLY AVE.
NEWARK
NEW JERSEY

ROOM 513
200 FIFTH AVE.
NEW YORK 10, N. Y.

39

THE SENSATION of 1945!

Continuous Fast Seller

Actual Photograph

INDIVIDUALLY BOXED

A strongly-built, high quality miniature electric stove, beautifully finished in white baked enamel and black trim. All metal construction. Size 13" x 10½" x 7". Two long-life Nichrome elements, oven and top, 312 watts.

Reprint of Mother's Day advertisement, Chicago Tribune, May 9, 1944.

A FAST SELLER

A PROFIT MAKER

MINIATURE ELECTRIC STOVE

•

LIMITED QUANTITY

For Immediate Delivery

Suggested Retail Price $10.95

Send orders to

TACOMA METAL PRODUCTS CO.

414-416 Puyallup Avenue — Tacoma 2, Washington

BEN PORTUGAL
200 Fifth Avenue
New York, N. Y.

AL AUGER & KEN ROBERTS
Western Merchandise Mart
1355 Market Street
San Francisco 3, Calif.

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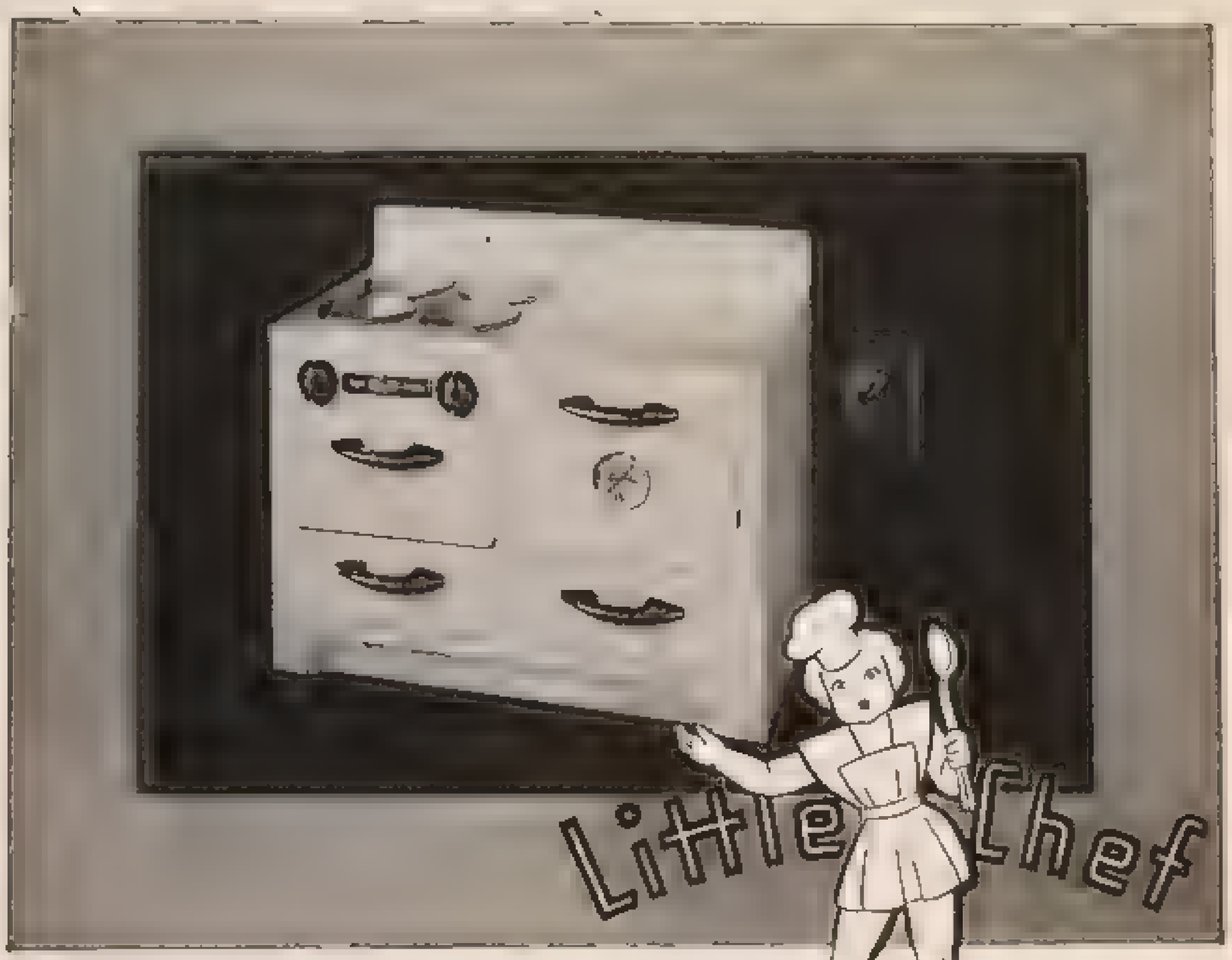


Presenting the 1947 MODEL

Little Chef MINIATURE ELECTRIC RANGE

SEND XMAS ORDERS NOW BEFORE OUR PRODUCTION SCHEDULE IS FILLED

exclusive

accurately!

TACOMA METAL PRODUCTS COMPANY

414 Puyallup Ave. Tacoma 2 Washington

WOW! WHAT A TOY!

A Real Electronic

MAGNETIC MINE DETECTOR

"Children & Grown ups"
Fun Galore

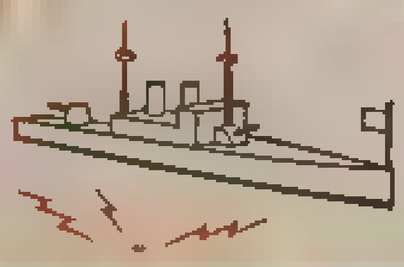
Hide Magnetic Mines under rugs books out in the yard etc and the Magnetic Mine Detector locates them in a flash.

It signals & buzzes automatically on and off when its highly magnetic mines are located

Magnetic Mine Detector
M D - 371

Size 5x5½ x 5½
Weight 2 lbs
Packed individually in Lithographed box
2 dozen to carton

Retails approx $12.50
Request trade discounts to department stores and jobbers



FOR IMMEDIATE DELIVERY ORDER NOW!

Sample $7.50

WALCO NOVELTY COMPANY

SOLE MANUFACTURERS

371 Market St..... San Francisco, 2, Calif.

93

you can bank on it—

It's headed for popularity, too!

An educational, sturdy, lifetime bank, inspired by the familiar U. S. Government mail box. For the young (and older) America-Minded— to mind their pennies, nickels, dimes and quarters . . .

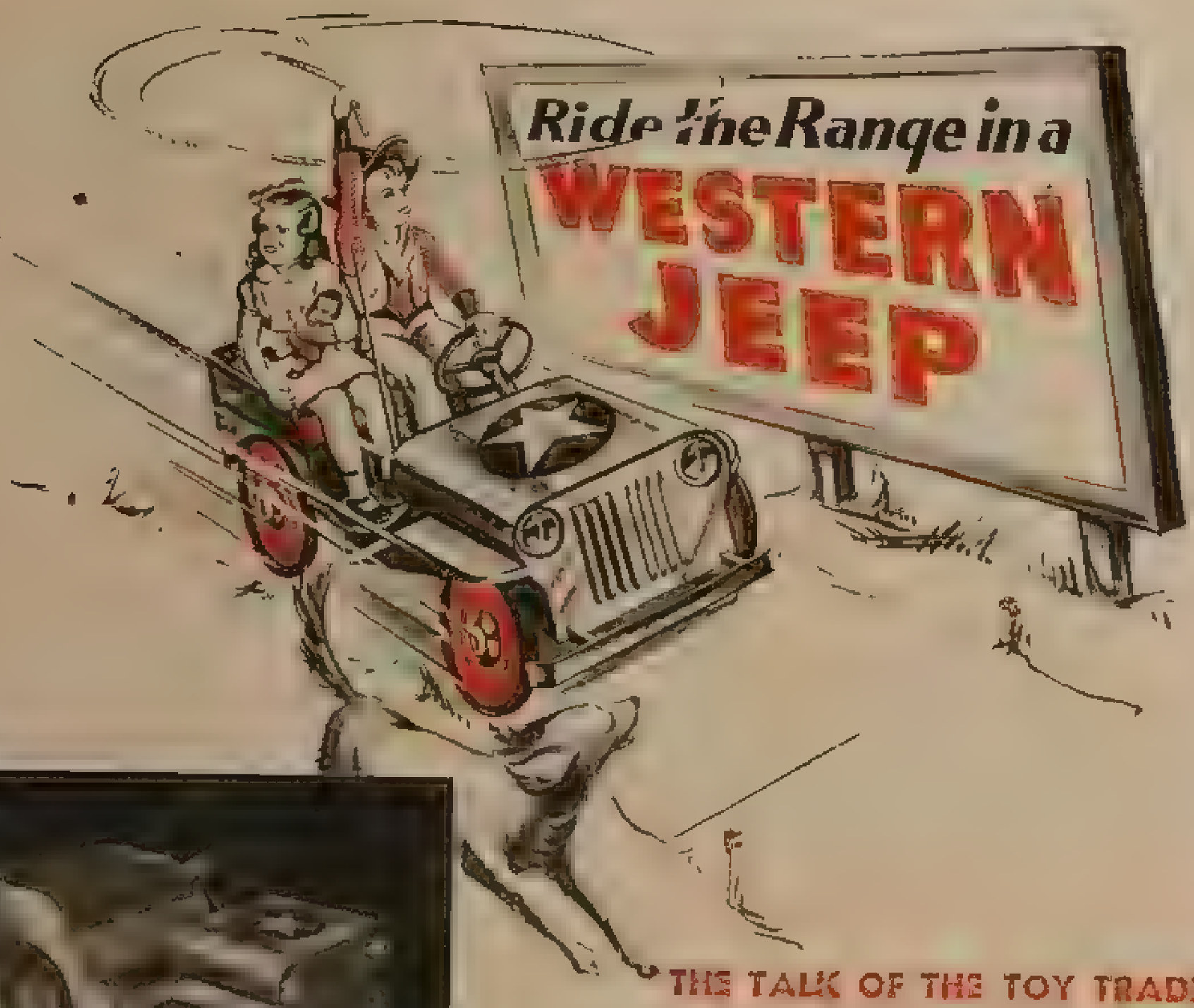
5½" in height—ALL METAL
Letterbox Green Enameled
Unique Lock & Key Tucked Beneath

Individually Boxed for Gift Giving
Packed 3 or 6 doz to the carton

86-09 ROOSEVELT AVE.,
JACKSON HEIGHTS, N. Y.

N. Y. REPRESENTATIVE
C. S. JACOBSEN
200 FIFTH AVE. ROOM 313

*Patent Pending



THE TALK OF THE TOY TRADE

—The "WESTERN" Jeep—thousands saw it at the fair. The newest and most original of all post-war child-size autos. Enthusiastically acclaimed by America's leading toy buyers—9,800 sold in first week of Toy Fair—10,000 more in second week. The eager demand for it will keep us busy for several months and it may be some time before you can stock the one and only—the *original* "Western" Jeep—but keep it in mind. We are filling our huge back-log of orders as quickly as possbile. *Wait for the "Western" Jeep* — the typical American toy for the typical American boy.

MERCHANDISING FEATURES YOU'LL APPRECIATE

Sturdy construction — steel frame — light-weight aluminum alloy body—roller bearing wheels—rubber tires—horn—electric lights — lustrous natural metal finish — red wheels and seat cushion — 38 inches long can carry two youngsters — foot pedal powered—will withstand rough use by hard playing youngsters.

NEW YORK SALES ROOM
David H. Faber — Room 532
Toy Center—200 Fifth Avenue

WESTERN TOY MFG. CO.
SEATTLE, WASHINGTON

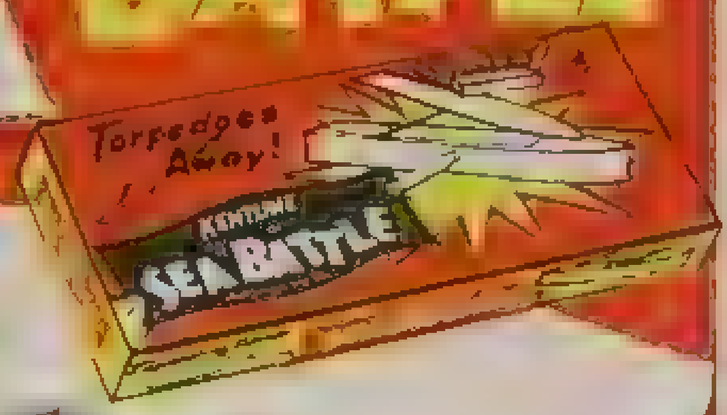
[redacted]

TWO NEW ACTION TOYS!

Sensational Companions to

SEA BATTLE

CANNON SHOOTS — TANK BLOWS UP



SUB SHOOTS — CARRIER BLOWS UP

On Display at the New York Toy Fair Headquarters

CHAS. H. CARROLL • 200 FIFTH AVENUE • NEW YORK

CLARK MANUFACTURING CO.

MANUFACTURERS OF DIVERSIFIED

3707 N. RICHARDS ST. MILWAUKEE 12, WIS.

391

Hit The Sales Bull's Eye With The

new

RED DOT CANNON

ALL STEEL Construction

4" long 4¾" wide 4" high.

Red finish. New rubber tire for durable wheels.

5 balls with cannon.

Packed in handsome illustrated box.

2 doz. to carton wt. 28 lbs.

BIG IN SIZE and VALUE

To Retail for

$1.00

STANDARD DISCOUNTS

Exclusive Pin Ball Action Assures Rapid, Accurate Fire

New, even more realistic design makes the RED DOT CANNON more than ever one of the hottest dollar sellers in years. Note the improved barrel and breech construction and the life like "V" shaped armored shield.

Loads 5 balls, shoots 1 at a time by pulling trigger back of cannon. Only toy cannon made with Pin Ball action. Can be loaded from breach or barrel. Will shoot any small object such as a stick, peg or bean when loaded from barrel end.

Nothing like the RED DOT at anywhere near a $1.00 retail!

ORDER TODAY

NEW YORK DISPLAY
200 FIFTH AVE.
ROOM 313
CHAS. S. JACOBSEN

HY-GRADE TOY MANUFACTURING COMPANY

OFFICE: 655 Book Building, Detroit 26, Mich. **FACTORY: 6132 Michigan Ave., Detroit 10, Mich.**

SALES AGENTS

CHAS. S. JACOBSEN, Room [illegible] 200 Fifth Ave., New York City
A. A. KEMP & SON, ROBERT N. P., Market St., San Francisco 8, Calif.
ATLANTA CUT RATE [illegible] Peachtree St., N.E., Atlanta, Ga.
THE HERBERT & PINK CO., INC., 2104 Canton St., Dallas, Texas
LEO SINGER & CO., JOHN E. Smith Bldg., St. Louis, Mo.
A. DAUBMAN & ANSON A. H. 612 Wood St., Cincinnati 20, Ohio

B7

RED DOT CANNON

BIG IN SIZE and VALUE

To Retail for

$1.00

STANDARD DISCOUNTS

14" long. 4¾" wide 4" high.
Red and black finish. New rubber like durable wheels.
5 balls with cannon
Packed in handsome illustrated box
2 doz. to carton, wt. 28 lbs.

Exclusive Pin Ball Action Assures Rapid, Accurate Fire

The RED DOT Cannon is one of the hottest dollar sellers in years. All steel construction—appearance and performance far beyond the price.

NEW YORK DISPLAY
200 FIFTH AVE.
ROOM 313
CHAS. S. JACOBSEN

Loads 5 balls, shoots 1 at a time by pulling trigger back of cannon. Only toy cannon made with Pin Ball action.

Can be loaded from breach or barrel. Will shoot any small object such as a stick, peg or bean when loaded from barrel end.

Nothing like the RED DOT at anywhere near a $1.00 retail!

ORDER TODAY

HY-GRADE TOY MANUFACTURING COMPANY

OFFICE: 655 Book Building, Detroit 26, Mich. FACTORY: 6132 Michigan Ave., Detroit 10, Mich.

SALES AGENTS

CHAS S JACOBSEN Room 313 200 Fifth Ave New York City
AL ACLER & KEN ROBERTS 355 Market St San Francisco 5, Calif
ATLANTA TOY MART 173 Peachtree St N E Atlanta Ga
THE HERBERT BIERK CO INC 2705 Canton St, Dallas 1 Texas
LEO NOLAN & CO 10 N Eleventh St St Louis 1 Mo
A DAYTONMONT & ASSOCIATES, 462 Wood St Cincinnati 20 Ohio

17

PUT YEAR 'ROUND

SALES POWER

on your TOY counters

with these genuine OCD

GAS MASKS

GREATEST TOY SENSATION IN YEARS

* PRICED FOR VOLUME SALES
* LASTING PLAY VALUE
* JUST RELEASED BY U. S. GOV'T.
* BRAND NEW and GUARANTEED

LOADED WITH PLAY VALUE! EVERY "RED BLOODED" BOY WILL WANT ONE

These genuine OCD noncombatant Gas Masks are the real McCoy—finest materials—designed for comfort—loaded with real play value. Every boy will want one! Every sale you make will lead to a chain of sales. Get them on your counters now—they sell the year round. They're a natural for "big volume" toy merchandising.

FAST TURN-OVER BUILDS $ VOLUME

Selling well under a dollar these masks hit the MASS TOY MARKET. Because they are priced within reach of everyone they sell like wild fire. They are priced right down where turnover and volume sales hit their peak.

ORIGINAL COST WAS $2.50 SELLS WAY UNDER $1.00

Made to Government specifications with flexible rubberized fabric body—elastic head bands—plastic shatter proof goggles—filtering canister with air intake valve—positive acting diaphragm type exhaust valve. TOPS IN QUALITY—TOPS IN PLAY VALUE—TOPS FOR PROFITABLE TOY MERCHANDISING.

WRITE, WIRE or PHONE FOR PRICES — NOW!

STARK'S : 509 So. State St. : Chicago 5, Ill.

AT THE BRESLIN HOTEL, ROOM 104, FOR THE TOY SHOW

CHAMPIONS OF THE SKYWAY

READY TO FLY — CONTEST PERFORMANCE

CHAMPION JR. GLIDER

Best 10¢ Glider on the market. Decorated in four colors, red, white, blue and green. Full instructions on box. Ready to fly — individually boxed — packed one gross to carton. Shipping weight, 11 pounds.

CHAMPION CATAPULT SPORT GLIDER

Ready to fly. Easily controlled flight. Dihedral wing. Finished in red, white and blue, individually boxed one-half and one gross to carton. Weight 24 pounds per gross.

ALL-BALSA

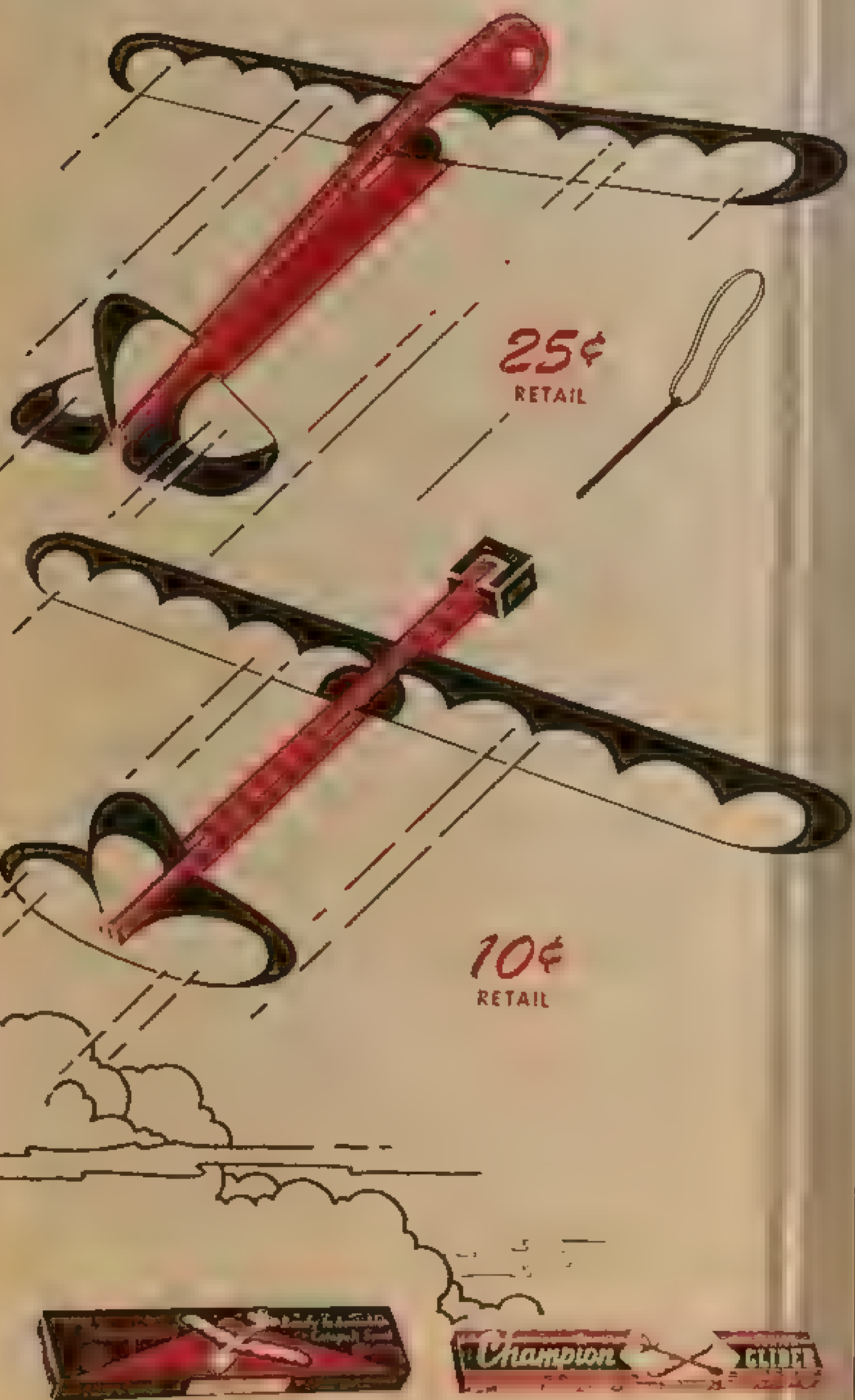
Great Promotion Numbers for Wholesalers and Chain Stores

Chain Store Distributor:
CHEMICAL BY-PRODUCTS CO.
6 East 39th Street, N. Y. 16

Manufactured by:
CHAMPION MODEL CO.
1107 Avenue U, Brooklyn 23, N. Y.

They're sure to fly if they're CHAMPIONS!

Champion gliders make "child's play" out of flying. They head out for distant places, and stay aloft until they get there.



SINGLE-WING GLIDER

It takes off with a bang from a high-powered hand catapult. Once aloft, it flies with the balance and poise of a seasoned veteran. It can dip and loop like a fighter—or sail far across country like the mighty Constellations. Easily assembled and tested for supreme performance.

Packed ½ and 1 gross to carton.—Wt. 26 lbs. per gross

14" JUNIOR GLIDER

The mighty mite that's a junior rendition of the "Single-Wing Glider". It can do everything the senior model can in a smaller way. Hand powered and "battleized" for every maneuvre.

Packed one gross to carton.—Wt. 12 lbs. per gross.

BOOMERANG

The folding boomerang, tucks away neatly for easy carrying, and opens quickly for flying. Throw it out and it sails away, as if piloted by the Boomerang Gremlin, and lo, just when it's out of sight, it banks around neatly and comes right back, "on the beam" with radar-like intelligence, to land right at your feet. Colorful, with the Air Force star in Air Force colors.

Packed 1 gross to carton.—Wt. 12 lbs. per gross.

10¢
RETAIL

Champion MODEL COMPANY • 1107 AVENUE U BROOKLYN, NEW YORK

Model-Craft

Reaching a New Peak in Popularity

Twelve outstanding sets, plus scores of accessories keep customers coming back into dealer's stores. MODEL-CRAFT sets are nationally advertised in such popular favorites as Parents Magazine, Boys' Life, American Girl, Story Parade and School Arts. Also sponsored and catalogued by the Billy & Ruth organization, the Toy Guidance Council, and Children's Activities.

MODEL-CRAFT • INCORPORATED

521 W. MONROE STREET • CHICAGO 6, ILLINOIS

See them displayed in our New York Showroom

SUITE 430 — BOB FREEDMAN

200 FIFTH AVENUE — GORDON WOLKENBERG

63

"MORECRAFT" STEEL CONSTRUCTION SETS

SKIPPER TOY No. 5
IN New Display Package!

A whirlwind seller with jobbers and chain stores. Created in answer to demand for a really low priced construction toy. Combines the best features of the Morecraft Boltless Joint, with nuts and bolts added. This amazing little steel construction toy will make 59 different models. All parts made of highly polished steel.

Fully illustrated Book of Instructions with each set. Retails $1.25.

ORDER TODAY!

ASK ABOUT OUR

- Craftsman Size—$3.00 Retail
- Designer's Special with Motor—$7.50
- Engineer's Size with Motor—$10.00

DESIGNER No. 15
Packed in New All Wooden Box

With easy sliding cover.

Combination of Morecraft Boltless Joint and nuts and bolts Large wheels and gears. Makes 135 different models.

Fully illustrated Book of Instructions with each set.

All parts finished in gleaming nickelplate. Retails $5.00.

Address Inquiries and Orders to TEE GEE METAL INDUSTRIES, 16 Court St., Brooklyn 2, N. Y.

1946 Stars

FEATURED BY

Trixy NOVELTY COMPANY

Jasper

© OF GEORGE PAL'S PUPPETOONS

Sales success is assured for our Jasper. The only stuffed doll styled after the star of Paramount's prize winning George Pal Puppetoons. Jasper's proven popularity on the screen will be maintained through the release of 16 shorts scheduled for 1946.

We have exclusive rights to manufacture dolls based on all the stars of George Pal's Puppetoons. Get on the bandwagon to greater sales and better profits. Individually boxed.

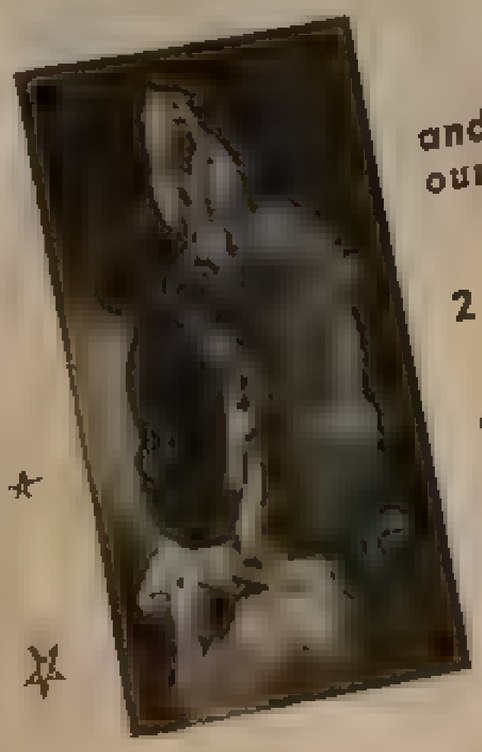
and the TRIXY TWINS

Muggsy & Margie

REG. U. S. PAT. OFF

The loveable hill-billy youngsters that will warm your heart with their bright cheery smiles and colorful costumes. A brilliant future is predicted for the twins. Sold and boxed individually.

Pat. Pend ng



and our already famous

TRIXY 2 FACED DOLL

Design patent 140,956
Construction patent pending

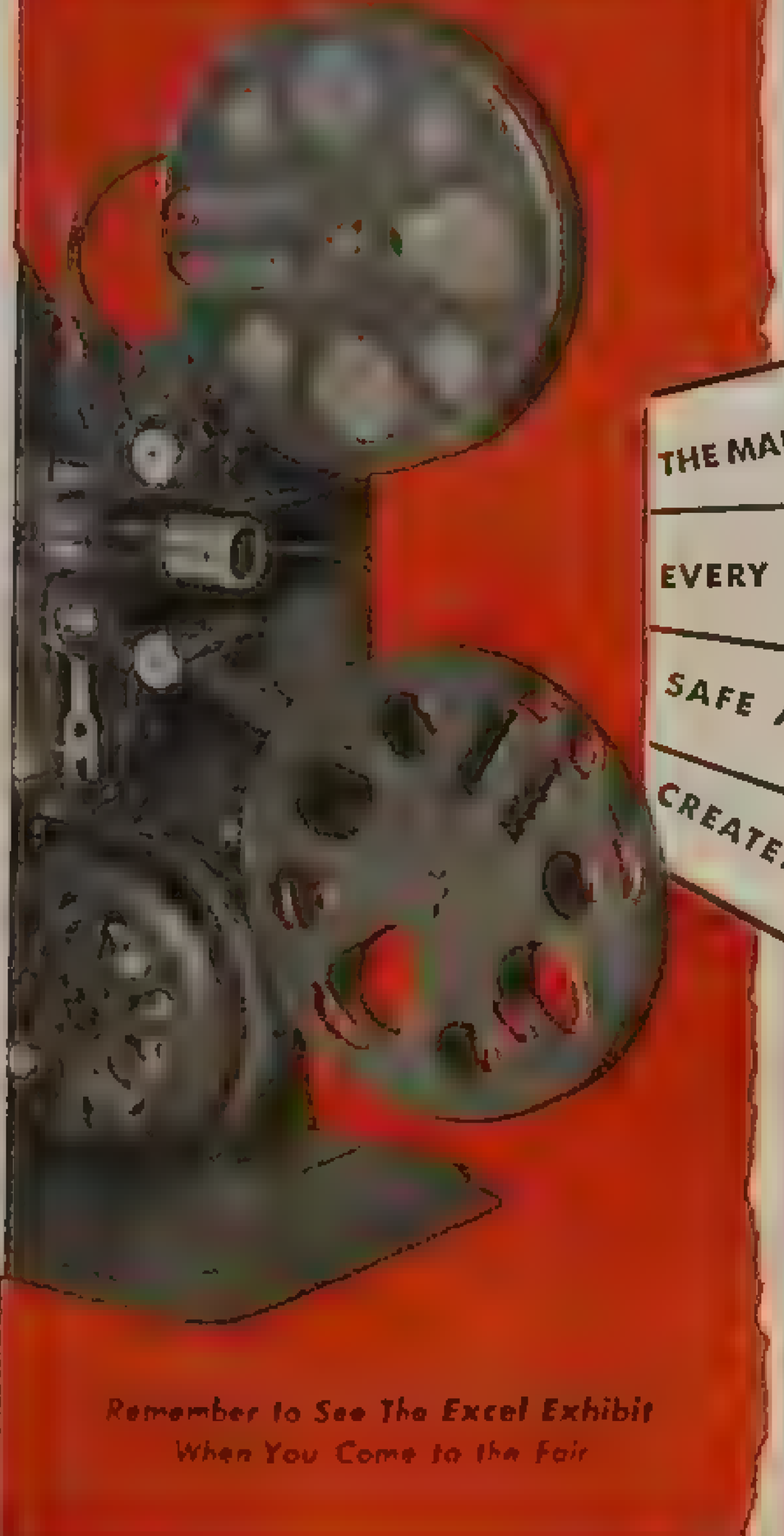
SEND FOR COMPLETE INFORMATION.

Trixy NOVELTY CO.,
30 East 23rd Street, New York 10, N. Y.
ALgonquin 4-5065

TRIXY WILL BE AT THE TOY FAIR — ROOM 310, HOTEL BRESLIN

Now...a really NEW toy sensation...

TOY MOVIE PROJECTORS!



For a *real* movie projector at *toy* prices . . . to meet market demand for a practical, educational toy that Dad might also enjoy . . . visit the EXCEL Toy Movie Projector exhibit when you come to the Fair. See EXCEL'S line in varied price ranges, plus EXCEL'S Home Movie Films . . . cartoons, comedies and other presentations of entertainment and educational features for children.

THE MARKET DEMANDS FINER TOYS

EXCLUSIVELY EXCEL

EVERY PARENT IS A PROSPECT

EXCLUSIVELY EXCEL

SAFE AND EASILY OPERATED

EXCLUSIVELY EXCEL

CREATES REPEAT FILM SALES

EXCLUSIVELY EXCEL

Remember to See The Excel Exhibit When You Come to the Fair

Excel

MOVIE PRODUCTS, INC.

4234 Drummond Place • Chicago 39

[redacted]

ANOTHER *Artistic* TRIUMPH!

20th Century-Fox Picks "Artistic Toys"!

JOHN PAYNE CONNIE MARSHALL MAUREEN O'HARA

A SCENE FROM "SENTIMENTAL JOURNEY NEWEST HIT FROM THE STUDIOS OF 20th CENTURY FOX – CONNIE MARSHALL CHILD STAR HOLDING ONE OF THE ARTISTIC TOYS PICKED FOR THIS PICTURE . . .

Our Thirty new and original designs introduced and displayed at the New York Toy Fair, met with unprecedented demand.

ORDERS BEING ACCEPTED FOR DELIVERY AFTER AUGUST 1st

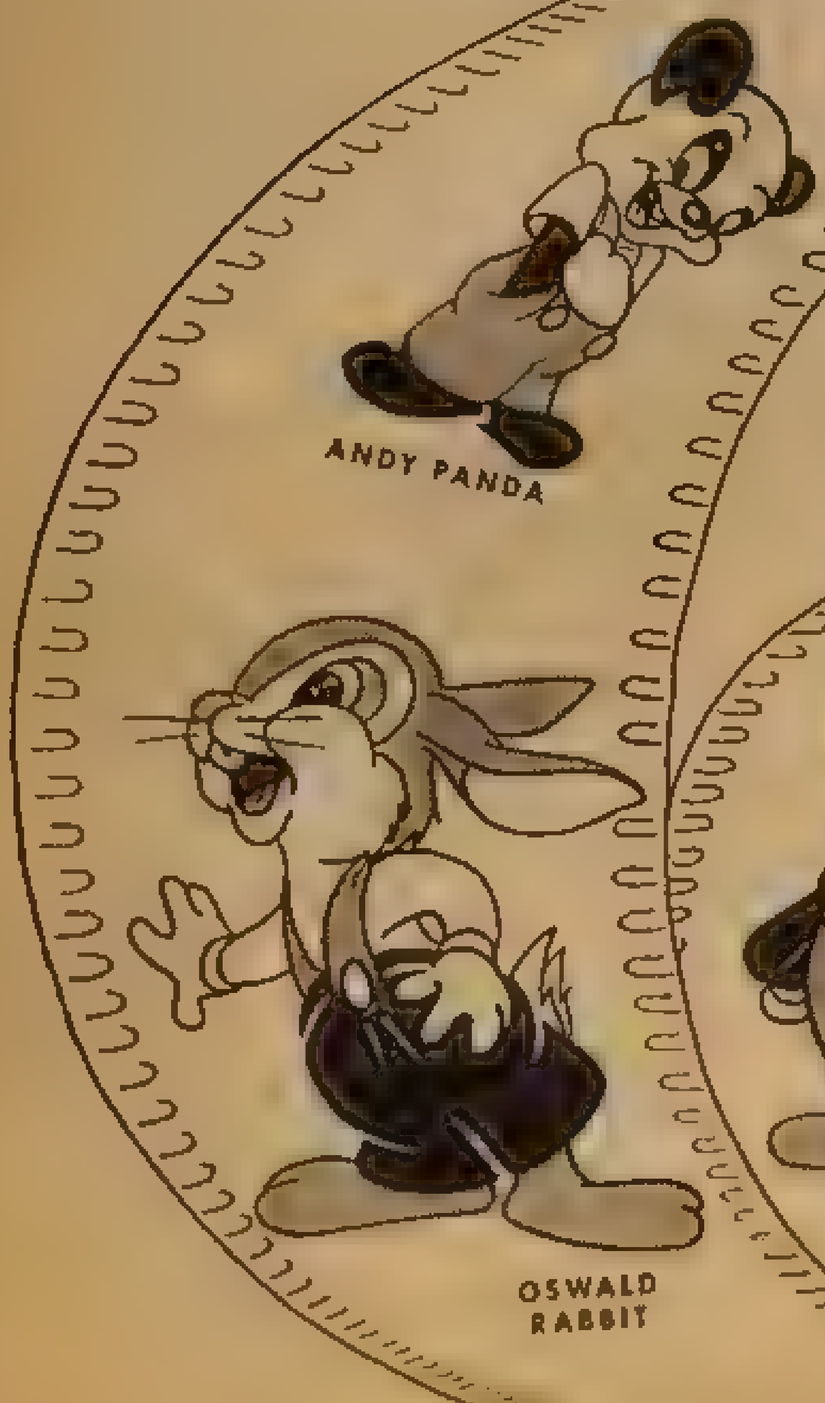
Artistic Toy Co.

101 W. LEHIGH AVE., PHILA. 33, PA.

101

Walter Lantz

TECHNICOLOR
ANIMATION CARTUNE CHARACTERS



ANDY PANDA

OSWALD RABBIT

WOODY WOODPECKER

EXHIBITED THRU UNIVERSAL PICTURES
ON 10,000 MOVIE SCREENS

AVAILABLE FOR LICENSE

WALTER LANTZ
PRODUCTIONS
UNIVERSAL CITY, CALIFORNIA

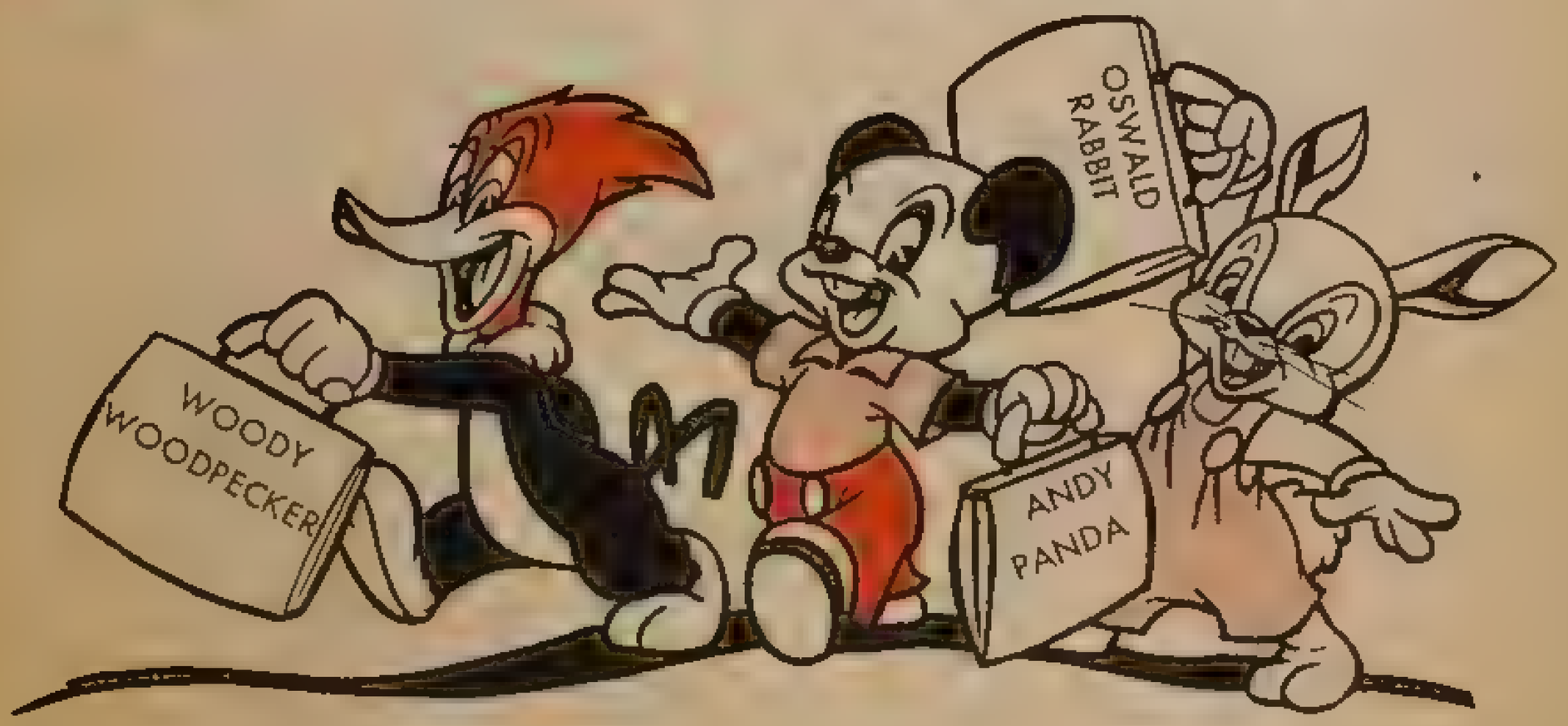
458

[redacted]

THE NEWER, CUTER

Star Salesmen

FOR YOUR TOY LINES



50,000,000 MOVIE FANS see and love Walter Lantz characters each month . . . They know this trademark and will recognize it on your product

THESE Walter Lantz stars can be star salesmen for you! They're members of the fastest growing movie cartoon toy family in America. Already known and loved by millions, they pack a ready-made sales punch. Popular appeal, plus the selling magic of their Hollywood background makes them a sure-fire hit for your toy lines. Write or wire today for complete licensing information.

Walter Lantz

Walter Lantz PRODUCTIONS

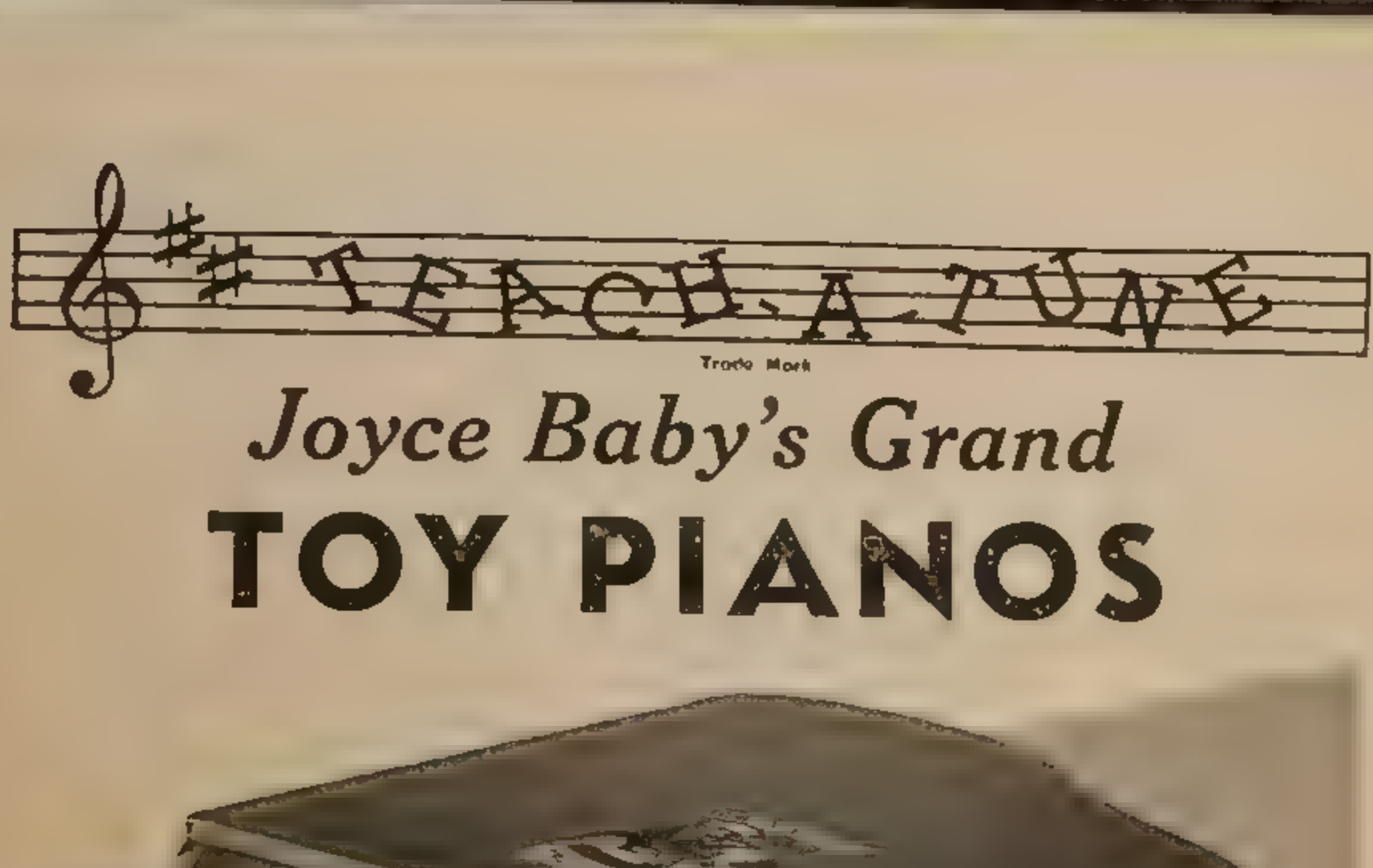
UNIVERSAL CITY, CALIF.

TEACH-A-TUNE

Trade Mark

Joyce Baby's Grand

TOY PIANOS



15-KEY MODEL
$30 Per Dozen
F O B. Chicago

8-KEY MODEL
$18 Per Dozen
F O B Chicago

Packed One Doz. to Carton
IVORY OR RED FINISH

NOTE THESE

QUALITY FEATURES

- Contains all metal harp. Constructed to prevent side play. Keyboard perfectly aligned
- All cabinet work made of high quality hand finished wood with lovely high gloss hard lacquer finish.
- All hinge work reinforced with double cloth lined material for extra sturdiness. Mounted on 3 stout fliptop legs—no sharp metal or edges exposed
- Smartly designed, colorful decal on top. Name "Baby's Grand" is lettered in gold on the slanting front drop just above keyboard.

Song Sheet Included

Keyboards are lettered to correspond to song sheet. Any child who knows the ABC's can thus learn to play simple tunes on the TEACH A-TUNE.

Again the Leader . . .

Again this year JOYCE is a step ahead in toy pianos. You will find our beautiful 15- and 8-key models on top with the latest quality features that make for superior design, construction and performance. Send your order today.

Joyce MANUFACTURING CO., INC.

S.E. COR. 23rd ST. and UNION AV., CHICAGO 16, ILL.

[redacted]

133

STILL ANOTHER "TEE GEE" HIT

BRINGS GENUINE "BIG TOP" MUSIC INTO THE PLAYROOM.

23" high—22" wide—10" deep

REAL CIRCUS CALLIOPE

- ELECTRICALLY OPERATED—Just Plug into wall.
- A Musically Perfect Instrument with SHARPS and FLATS.
- Works on Regular Radio Tubes. Packed one to the carton.

In all the history of Toydom, few toys have ever approached the "CALLIOPE" for sheer irresistible appeal. In a year like this, it is just the "Buy" you have been looking for. Now in Production. Immediate Deliveries. Time is Short — Rush your Order.

Factories—Middletown, New Haven, Saybrook, New London, Meriden, Old Lyme, Conn., and Manistique, Mich.

Inquiries and orders should be addressed to: Executive Offices, 16 Court Street, Brooklyn 2, N. Y.

A TEE GEE PRODUCT

TEE GEE METAL INDUSTRIES

TOOT-A-TOON

Singing *and Trombone*

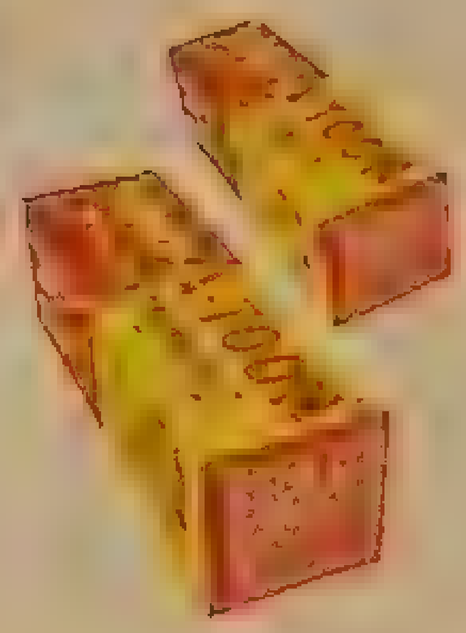
Your customers sing and your cash box rings!

Toot-A-Toon is the popular easy way to musical expression. No tricky fingering. No special training. Just sing a song — and you Toot-A-Toon! Your singing voice makes the tone.

Solid quality plastic, too! Built to last. Safe and sanitary! Mouthpiece easily removed for washing!

Join the Toot-A-Toon profit parade today. Get in on the zooming singing trumpet and trombone sales.

— and remember, it's only the beginning —



KEEP YOUR EYE ON

TOT TESTED TOYS

TOT-TESTED-TOYS, Ltd.

270 Madison Avenue New York 16, N. Y.

Phone: MUrray Hill 5-3950

New York & New England:
D. C. BAKER, JR.
200 Fifth Avenue
New York 10, N. Y.

General Distributor:
JARVIS SMITH—Toylines, Inc.
200 Fifth Avenue
New York 10, N. Y.

411

508

SPEEDIER SALES
WITH THE LARGER
CALIFORNIA COASTER

Longer Body • All Steel Frame • Wood Platform
Double Ball Bearing—6 inch 18 gauge—Steel Wheels
Quick Acting Hand Brake •
Double Spring Steering Control

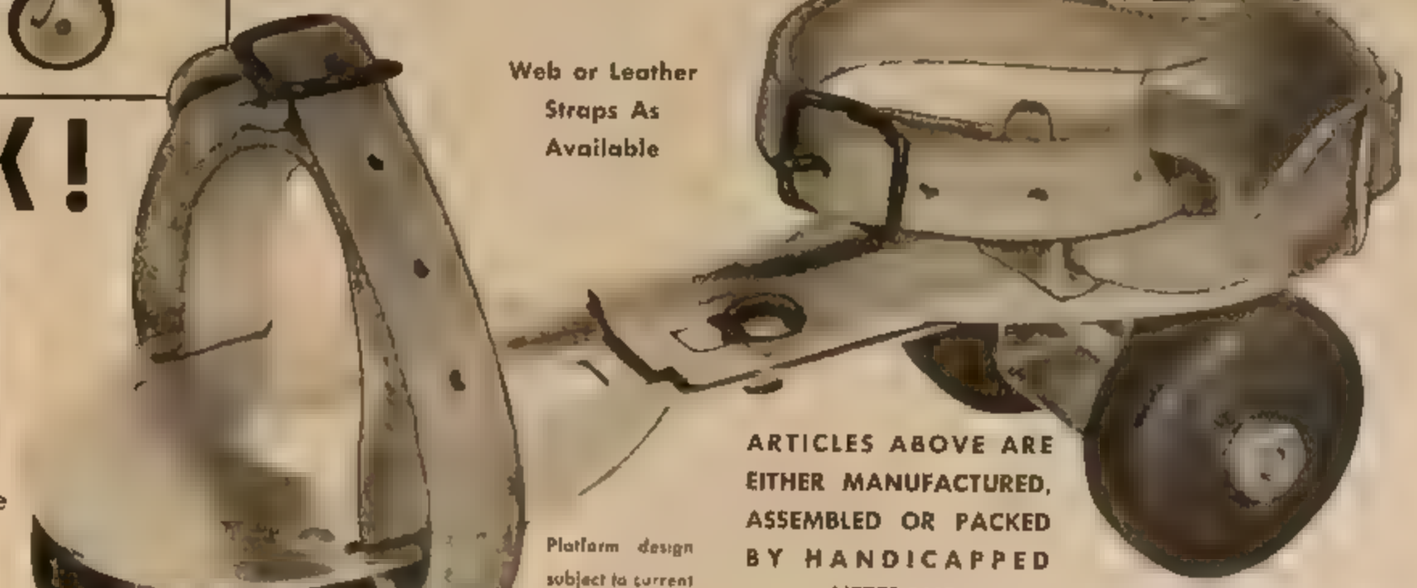
A FAST MOVING PROFIT MAKER!

Get 'em while they're HOT!

FOR YOUNGSTERS 3 TO 9

BEGINNER'S SKATES

Safe for Juniors! Price puts more kids on wheels! Solid rubber rollers run quietly Size 1¾" x ⅝". Full metal extension body replaceable. Hard rubber wheels.



Web or Leather Straps As Available

Platform design subject to current improvement

ARTICLES ABOVE ARE EITHER MANUFACTURED, ASSEMBLED OR PACKED BY HANDICAPPED VETERANS

LOOK!

COMPLETE WHEEL AND AXLE UNIT SETS!

Parents go for the economy of longer life skates. They sell where skates sell. Easy to install.

Quantity quotations to toy manufacturers on this item!

ORDERS FILLED IN ORDER RECEIVED—NO EXCEPTIONS

PAN-PACIFIC INDUSTRIES, INC.
REG. U.S. PAT. OFF.
A NON-PROFIT REHABILITATION ORGANIZATION
1330 Canal Avenue, Long Beach 6, California
Phone: Long Beach 6-7275

Copyright 1946 PAN PACIFIC INDUSTRIES, INC

ROCKETING TO
NEW SALES HIGHS
Multi-Kwik
AMERICA'S FASTEST SELLING BEGINNERS' ROLLER SKATE
Since the announcement of Genuine Leather Straps, longer Disc Wheels and a longer Sturdier Chassis MULTI-KWIK is at have embarked on a new all time high If you are one of the few dealers not stocking MULTI KWIK The Original 16 Disc Wheel Beginners ROLLER SKATE send your order in today to your nearest jobber Remember The beginners market (ages 3 to 7) is 12,000,000 boys and girls GET YOUR SHARE OF THIS BUSINESS, THIS YEAR!
—AND NOW!
SH-H!
Here They Come
SOLID RUBBER WHEELS BY Multi-Kwik
Here's the perfect companion to the Original 16-Disc Wheel Roller Skate — MULTI-KWIK'S New RUBBER WHEEL BEGINNERS' ROLLER SKATE — and an unparalleled opportunity to DOUBLE YOUR SALES, TOO. Stock both of these largest selling BEGINNERS' Roller Skates Rubber Wheels for Indoors, 16-Disc Wheels for Outdoors. SELL TWO PAIRS WHERE YOU FORMERLY SOLD ONE!
MULTI-KWIK COMPANY A DIVISION OF RADIOAIR COMPANY OF AMERICA
GENERAL OFFICES: 1143 MISSOURI AVENUE, WEST LOS ANGELES 25, CALIFORNIA
EASTERN SHIPMENTS will be Made from our Philadelphia Plant. Address all Correspondence to our General Offices
91

"WOW! WHAT A ROLLER SKATE!" said all* Young America

"WOW! WHAT A SALES ITEM!" said the Trade!

NEW, AMAZING 16 DISC WHEEL MULTI-KWIK ROLLER SKATE

FOR BOYS AND GIRLS 3 TO 7 YEARS OF AGE

Here's the new, 16-DISC WHEEL, ALL-STEEL ROLLER SKATE that is setting new sales records throughout the U.S.A. Safe for the tiniest beginner — and fast and easy rolling for that boy or girl who has already learned to skate — it's FULLY ADJUSTABLE for ages 3 to 7.

*Sorry we couldn't fill all orders in 1945 — but we promise to take care of EVERYBODY in 1946. Place your orders early for America's finest beginner's skate.

NOTE TO THE TRADE:

ORDER TODAY FROM YOUR NEAREST JOBBER. EASTERN TRADE WILL BE SUPPLIED FROM OUR PHILADELPHIA PLANT. WESTERN TRADE FROM THE PACIFIC COAST.

A FEW OF THE AMAZING FEATURES OF THE NEW MULTI-KWIK ROLLER SKATE ADJUSTABLE . . . 3 TO 7 YEARS OF AGE

1. NO KEY 2. NO CLAMPS 3. RUST PROOF 4. LIGHTER 5. EVEN WEAR 6. WELDED STEEL 7. NO RIVETS 8. SELF-CLEANING 9. STEEL AXLES 10. NO BALL BEARINGS 11. PRESSED STEEL CHASSIS

PLUS 16 DISC WHEELS!

MULTI-KWIK COMPANY A Division of Radiobar Company of America

11163 MISSOURI AVENUE • WEST LOS ANGELES 25 • CALIFORNIA

282

[redacted]

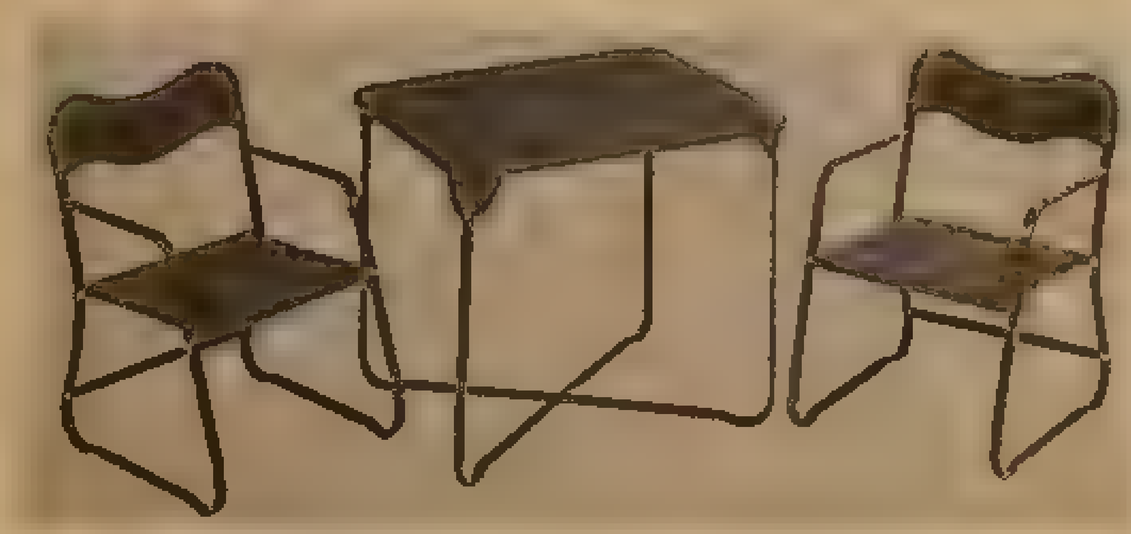
WE HAVE THE STEEL

TO MAKE PROMPT SHIPMENTS

No. 30 Scooter

Red Enamel Finish with Black Tire and Handle. Length 31½". Height Overall 30". Footrest 4½ x 12½". Wheels 7½" Diameter. Tires 1" Diameter. Shipped partly K.D. Packed one per carton.

Completely set up, except to insert connecting pin, attaching front section to rear. Packed one per carton, all ready to hand to customer.



No. 20/10 Metal Table and Chair Set

Table	Chair
Top 16 x 20"	Seat 10½ x 10¾"
Height 17"	Height of Seat 9"
	Height Overall 17¾"

Finished Maple. Baked Enamel. Shipped K.D. Packed one set per carton. Weight 1 lbs.

No. 5 Red Enamel Metal Rocker

Baked Enamel Red Finish
Seat 10½ x 10¾"
Height of Seat 9¾"
Height Overall 18½"
Shipped K.D. Individually packed. 12 per carton
Weight 5 lbs.

JOBBERS: GET OUR PROPOSITION

SHOWN BY HARRY J. KROKUS
Space 1013, N. Y. Furniture Exchange
206 Lexington Avenue, New York

United Manufacturer's Company, Jasper, Indiana.

514

REAL 2-UNIT TELEPHONE SET!

Complete for

★ HOME ★ OFFICE ★ PLAY ★

Rossco Intercommunication Phone System

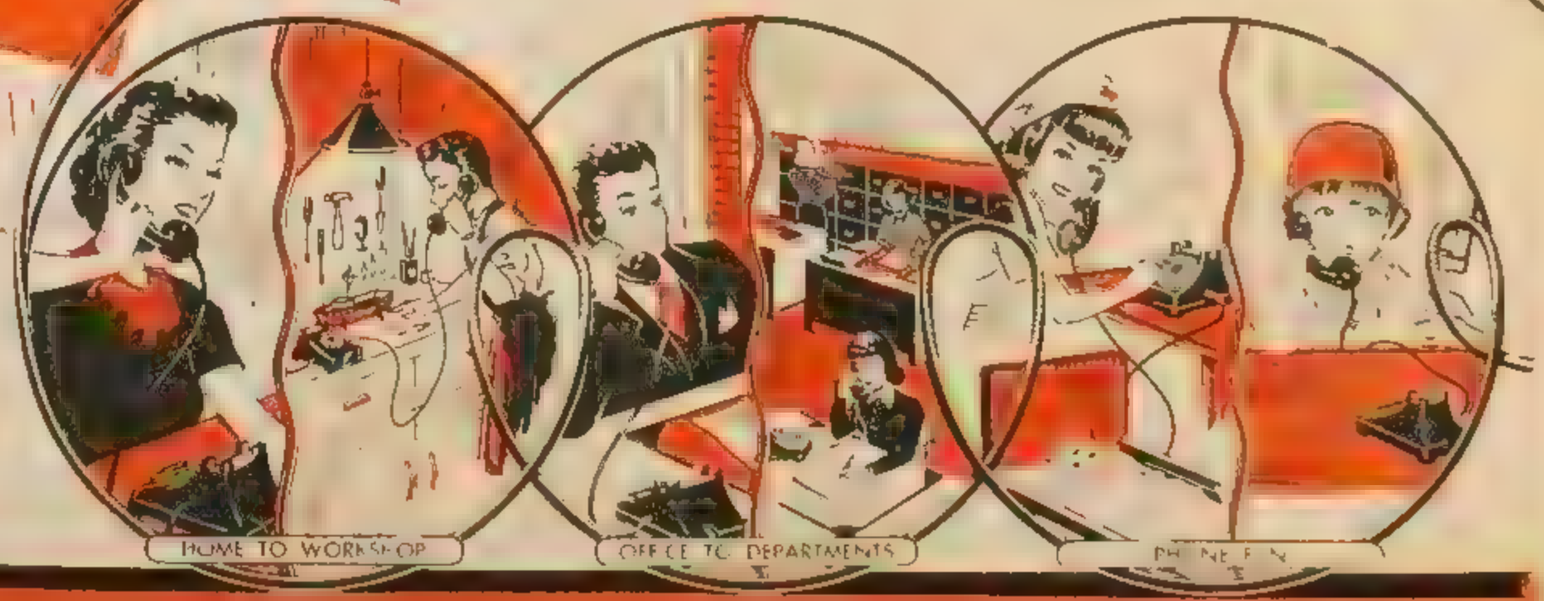
- ★ *Ready for Immediate Operation*
- ★ *3/4 Size Standard Desk Telephones*
- ★ *Tone Quality Comparable to Standard Equipment*
- ★ *Safe . . . Sturdy Construction*
- ★ *Automatic Dial Ring Signals*
- ★ *Recessed Finger Grip for Carrying*

Suggested Retail

$11.95

COMPLETE

2-Phone System
50 Feet Wire and
Flashlight Batteries



PENGO *Incorporated*

845 SOUTH LOS ANGELES STREET
LOS ANGELES 14, CALIFORNIA
NEW YORK OFFICE • JAY-HERBERT CORP., 50 FIFTH AVE.

TO THE TRADE:

"LET'S GO HUNTING" has double action. First, there's the pistol with its two natural-rubber suction tips. (Shoots accurately.)...Second, there's the revolving bulls-eye. (See sketch of rear view.)

The target picture — of thick, durable pulpboard — is a handsome work of art — an outdoor scene in five colors. The bulls-eye is cut out. The fool-proof spring mechanism holds one bird to view at a time When it's hit, the bird drops and another springs into the bulls-eye as the next target!

Unique—altogether different than any other game! One sale makes another; whoever sees "LET'S GO HUNTING" in action, wants one for himself.

"LET'S GO HUNTING
$1.98 List

Also—the

PLASTIC DART PISTOL

(with 2 Darts)

Sold separately from game, attractively boxed. This handsome, stream-lined, transparent, action item is perfect as a leader. Great for making floor traffic. A fine aisle-counter number.

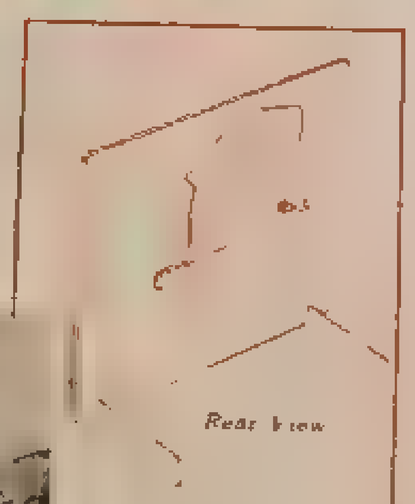
PLASTIC PISTOL
98c List

(F. O. B. Chicago)

Order today, sure!

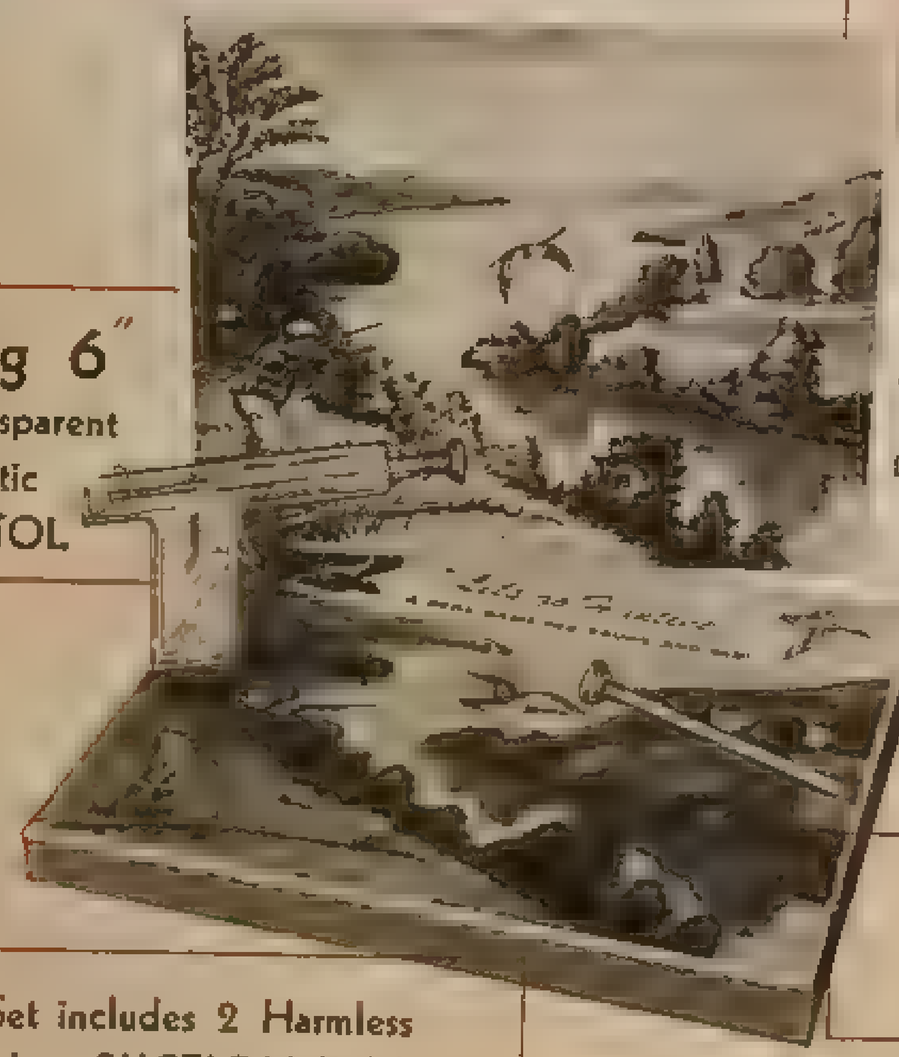
Brand New!

Immediate delivery on an **ACTION** Game *that's distinctly different*



Beautiful, 14 x 11½ full-color HUNTING SCENE with revolving bulls-eye

THREE BIRDS
Duck, Pheasant, Goose
Impact of dart trips spring mechanism



"Big 6" transparent Plastic PISTOL

Sturdy BOX with each game

Set includes 2 Harmless Rubber SUCTION DARTS

A huge, multi-colored box—full of fun for everyone—young and old

"LET'S GO HUNTING"

Includes pistol, darts, hunting scene with revolving target, and supports; all in a durable 14" x12" full-color lithographed box.

(Master carton of 18 games weighs 27 lbs.)

PRODUCTS MERCHANDISING ASSOCIATES, INC.

Just Right for

SPRING

DECO
POW-R-DIGGER

Toys of California
Land of the Sunworshippers

It's always springtime in the toy section that features toys of California.

SUGGESTED RETAIL
$5.95

Pow-R-Digger's a real action toy that is operated on genuine power shovel principles. Made of sturdy 18-gauge steel, it'll stand the wear and tear of juvenile "excavation contractors" for a long time. Each Pow-R-Digger is individually boxed. H. 11½", W. 11½". L. 16½". Shipping weight, each . . . 9 lbs

HAPPY GREMLIN MOP SET

Wall duster, floor mop, 2 scrub brushes with universal handle. Boxed
Suggested retail . . .
$1.95

S. W. 25 lbs. Doz., H. 2½", W. 8", L. 31"

LOS ANGELES FALL TOY SHOW,
JUNE 27, 28, 29 AND 30, INCLUSIVE

G & E

COMMERCIAL COMPANY

THE ALL CALIFORNIA SHOWROOM - 520 WEST 7th STREET, LOS ANGELES 14, CALIF.

At Last!

THE LONG AWAITED

POCKET-SIZE

MODEL OF THE WORLD FAMOUS

AUTOBRIDGE

America's No. 1 Adult Game Seller

MAKE YOURSELF A *Winning Bridge Player* IN 2 SHORT WEEKS!

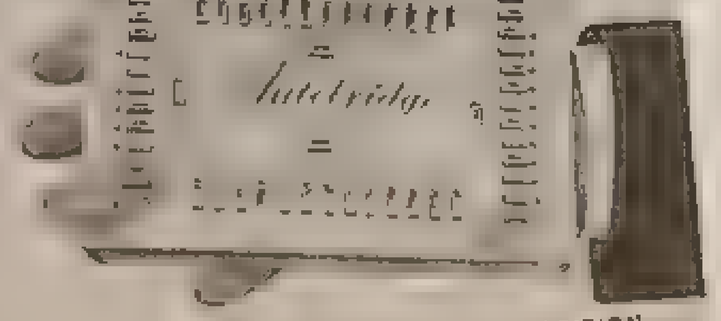
WITH THE *New* POCKET-SIZE

AUTOBRIDGE

PLAY 4-HANDED CONTRACT *All By Yourself* ANYWHERE...ANYTIME!

AND THE *Complete* COURSE COSTS YOU ONLY

$3.00



HANDSOME, ALL ALUMINUM MINIATURE EDITION OF WORLD-FAMOUS SOLITAIRE BRIDGE GAME

IF YOU HAVE NEVER PLAYED BRIDGE—

IF YOU ARE AN EXPERT—

IF YOU ARE ONLY AN AVERAGE PLAYER—

STORE NAME

BEING LAUNCHED WITH BIG PROMOTIONS BY

R. H. Macy
Marshall Field
J. L. Hudson
Jordan Marsh

AND ALL LEADING STORES FROM COAST TO COAST.

Destined to be the Gift Sensation of 1946!

NATIONAL ADVERTISING PROGRAM NOW IN PREPARATION.

—Saturday Evening Post
—This Week

and other leading national publications.

THIS AND OTHER NEWSPAPER MATS IN DIFFERENT SIZES AVAILABLE WITHOUT CHARGE

WRITE — WIRE — PHONE!

AUTOBRIDGE SALES CO.

130 West 102nd Street New York 25, N. Y.

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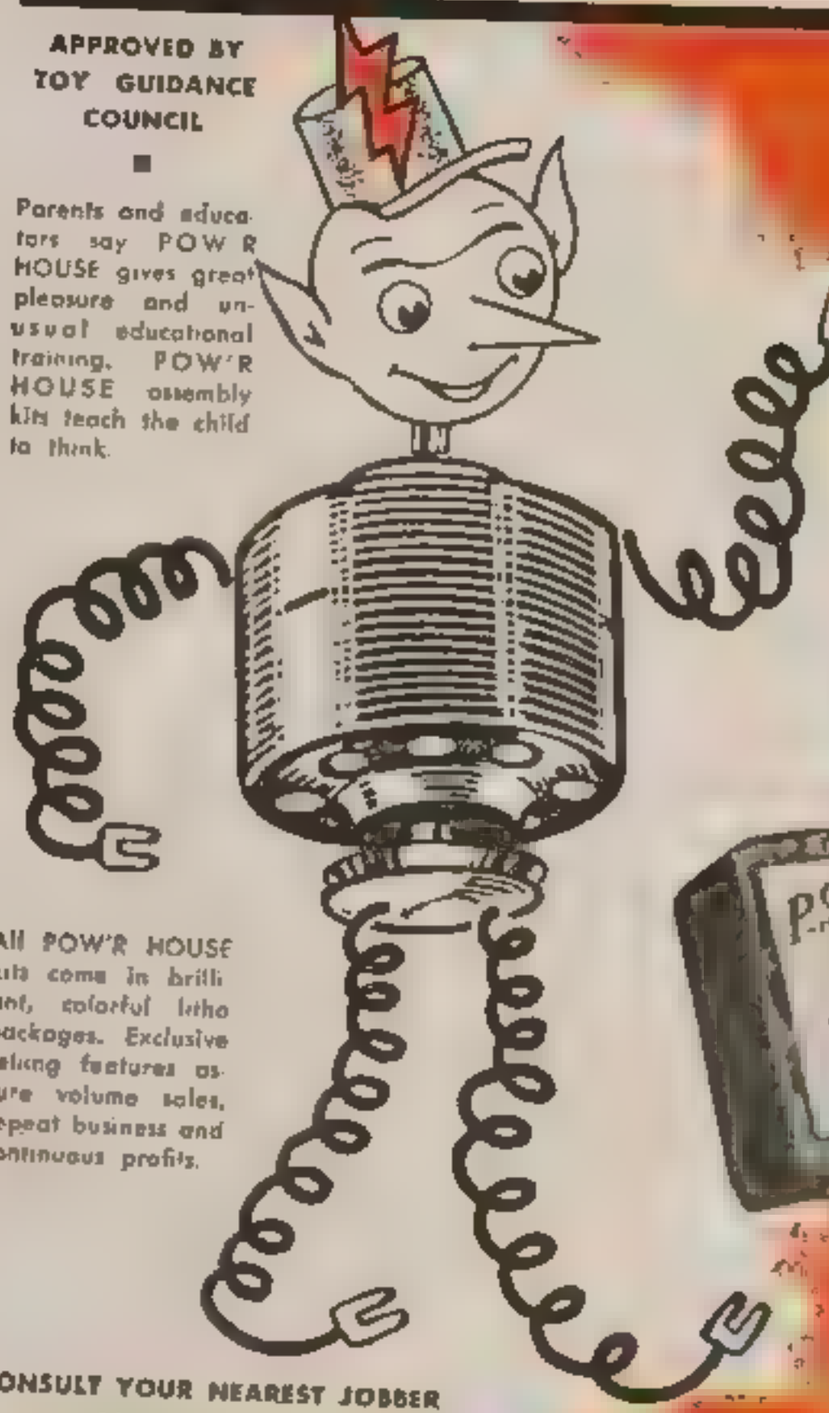
APPROVED BY TOY GUIDANCE COUNCIL

■

Parents and educators say POW'R HOUSE gives great pleasure and unusual educational training. POW'R HOUSE assembly kits teach the child to think.



All POW'R HOUSE kits come in brilliant, colorful litho packages. Exclusive selling features assure volume sales, repeat business and continuous profits.

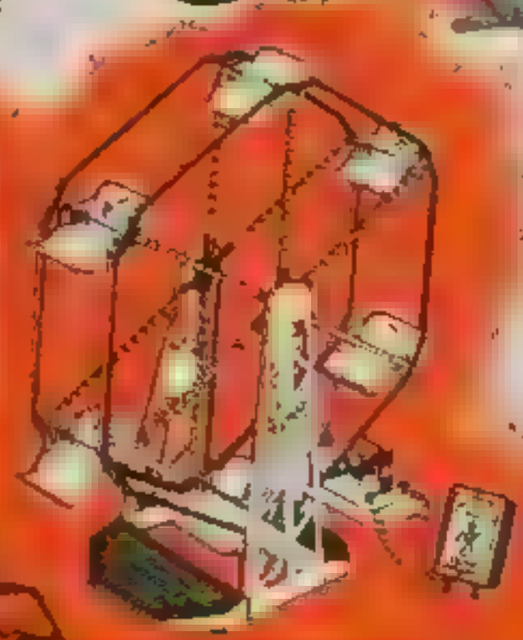
POW'R HOUSE

CONSULT YOUR NEAREST JOBBER OR DISTRIBUTOR

NOW READY FOR DELIVERY

Model 150 All Steel Pow'r House FERRIS WHEEL

An easy-to-assemble kit. The Ferris Wheel can be power driven by the Junior Motor or other small electric motors. **4.95**



Model 200 All Steel Pow'r House AIRPLANE WHIRL

Soon to APPEAR IN THE POW'R HOUSE LINE. Another kit to assemble a colorful, moving circus toy. Also can be driven by Junior Motor. **4.95**

NEW POW'R HOUSE JUNIOR MOTOR AND TRANSFORMER

Model 100-2, at the low price of $6.95 includes everything required to assemble the electric motor and transformer. Simplified instruction book included. Sturdy construction, perfected packaging

SALES OFFICES AND SHOWROOMS

ARTHUR FREY
The Toy Center
200 Fifth Ave Bldg
New York City

E H CARYL
The Toy Market
1417 Merchandise Mart
Chicago, Ill

EARL GOETZE CO INC
Merchandise Mart
Kansas City, Mo.

M K BOONE
1420 Wood St
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TOMMY TUCKER CO
Sterick Bldg
Memphis 3, Tenn

L R WULF CO
507 12 Masonic Temple
Minneapolis, Minn

GEO M BAYLES
Totem Industries, Inc
2216 2nd St
Seattle 1 Wash

JONES & SCHWARTZ
1005 Brockman Bldg
520 W 7th St
Los Angeles 13, Cal

CHARLES BLANCETT
16 Lorain
Coldwater Mich

KELMAR Corporation 2169 S. 1st Street ■ Milwaukee 7, Wis.

"JASPER"
16 High Individually boxed
* © George Pal

WE ARE MANUFACTURERS AND PATENTEES OF THE DOLL FAMOUS OVER THE COUNTRY:

TRIXY THE 2 FACED DOLL

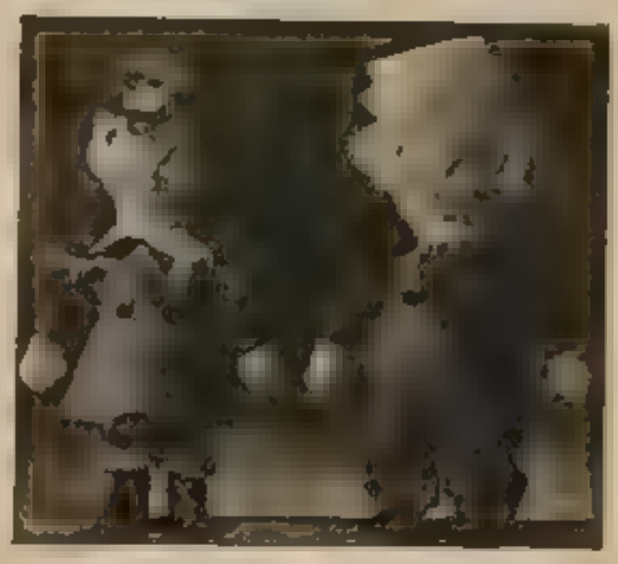
Jasper* is here!

BY SPECIAL ARRANGEMENT WITH GEORGE PAL, PRODUCER OF THE FAMOUS PUPPETOONS, RELEASED BY PARAMOUNT, WE HAVE BEEN GRANTED THE EXCLUSIVE RIGHTS TO THAT LOVABLE CHARACTER, "JASPER", FOR DOLLS. WITH THE RELEASE OF 16 PUPPETOON "SHORTS" DURING 1946, THE POPULARITY OF JASPER" WILL MOUNT WEEK BY WEEK, ASSURING INCREASING SALES TO STORES FEATURING THE "JASPER" DOLL

Muggsy & Margie

THE TRIXY TWINS

The cheery hill-billy dolls children will go for in a big way. Another colorful, outstanding number. Sold and boxed individually.



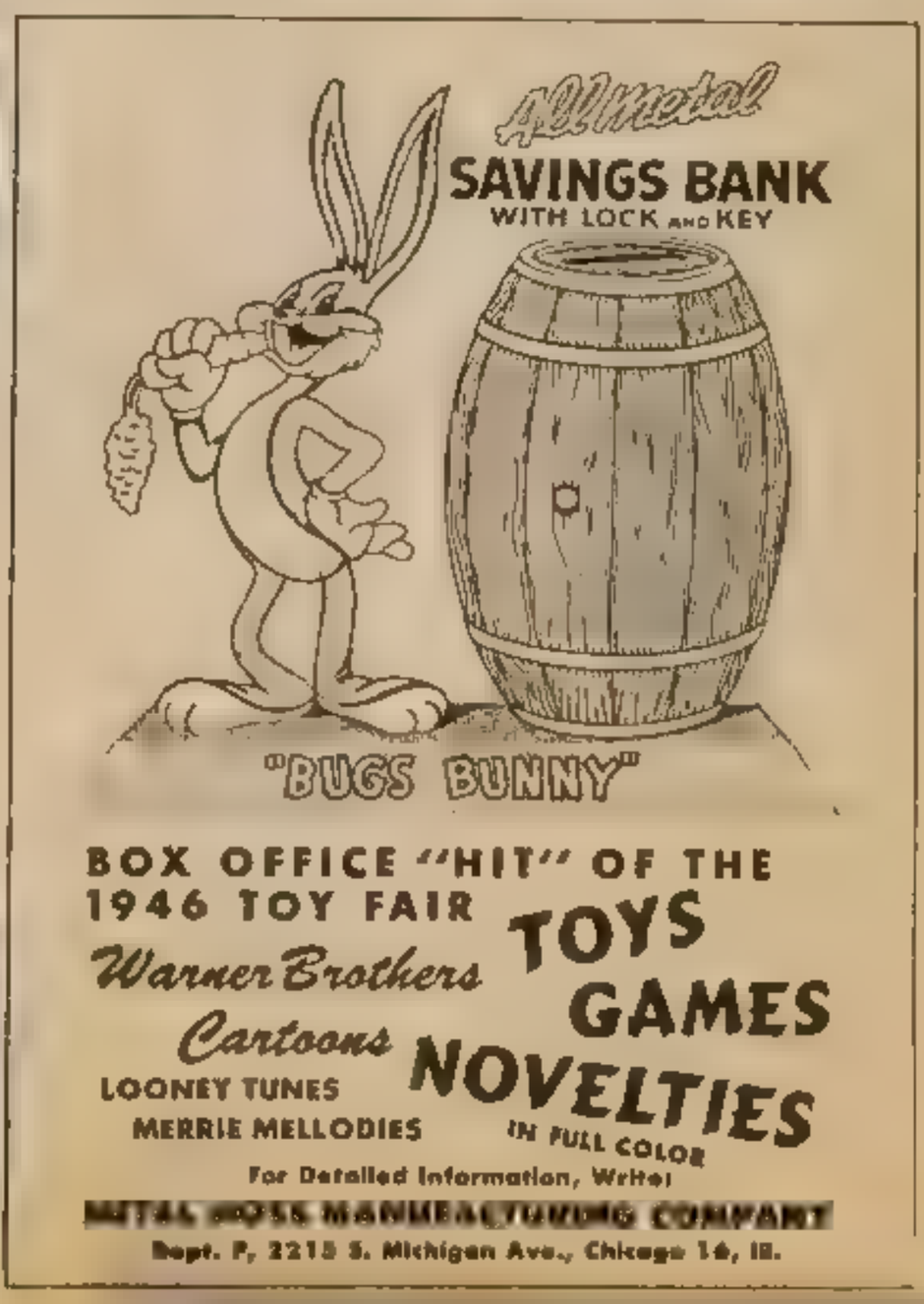
ALL THESE ITEMS ALREADY BEING FEATURED AND ADVERTISED BY LEADING STORES OVER THE COUNTRY

Write for full information.

Trixy NOVELTY COMPANY

30 East 23rd Street, New York 10, N. Y.

Write FOR NEW CATALOGUE OF 5¢ AND 10¢ PLAYTHINGS
CATALOG of TOYS and NOVELTIES
Habob COMPANY
Habob COMPANY
41 WEST 19th STREET, NEW YORK 11, N. Y.
Exclusive National Distributors For All LEBCO Specialties



Immediate Delivery!

P-38
ALL STEEL
22 GAUGE

CLICKER PISTOLS

GUARANTEED TO CLICK *Everytime!*

SUGGESTED RETAIL PRICE **49¢**

The Fastest Selling Toy in 1946 . . .

ORDER NOW... For Your Immediate and Holiday Needs

Here it is...the fastest selling toy—available now for IMMEDIATE DELIVERY! Heavy 22 gauge steel construction makes this black satin finish gun outstanding—a real value—because it is sure to have a long life. Accepted nationally by leading retail and jobbing organizations—every good store will want to have its share of this fast selling item. Packed four dozen to a carton—weighing 23 pounds.

WRITE WIRE OR PHONE

MELDON BROTHERS CO.
1927 E. 55th St.
CLEVELAND, OHIO
EXpress 3858

RADARONICS

"The MAGIC GAME with RADAR VISION"

NOW

A New Electronic Invention Is Brought Down To Earth!

NOW

The Secrets of Radar Are Revealed To All Through An Absorbing Attractive Electro-Mechanical Game

"RADARONICS"

After years of research, American Radar Corporation has perfected "RADARONICS," and NOW grownups as well as youngsters will learn the principles of Radar through the creation of

The Truly Magic Game With Radar Vision

AMERICAN RADAR CORPORATION

PERMANENT SHOWROOM: ROOM 557, 200 5TH AVENUE, NEW YORK

Factory and General Offices: 319-327 McKibbin Street, Zone 6, Brooklyn, New York

[redacted]

Still Leading the Parade!

A THRILLING PONY RIDE
FOR BOY OR GIRL

THE NEW Jack's Pony

TRADE MARK

PATENT PENDING

STEEL SPRING

Shipping Weight: Approximataly 18 Lbs.

Strong U-Bolt Construction - Durable - Safe - Guaranteed Non-Breakable

WILLIAM B. COGGIN, INC. (J.V.)

224 So. Michigan Ave.
Chicago 4, Illinois

1107 Broadway (Room 400)
New York, N. Y.

230

[redacted]

Keeco Flyer ROLLER SKATES

REG. TRADE MARK
PATENT PENDING

Here's Another Promise Kept... Another TEE GEE Quality Product

- Wheel and Body made of Duro-Aluminum, a lightweight rust proof alloy of which airplanes are made. Only steel used in the bearings which are cadmium plated.
- Noiseless, needs no oiling at any time, rust proof under any conditions
- Each skate weighs one pound, which is about one-third of the average skate. Easier skating, easier manipulation, less tiring, greater accuracy
- Can withstand twice the weight, wear and abuse of average skates
- Interchangeable wheels with wooden tires will be available so that skates can be used on indoor rinks. Replacement wheels of both types will be available. Each pair individually packed in colorfully labeled corrugated box that can be used for display.
- Can be used by children, adults, beginners, the most experienced, sportsmen and professionals
- This skate will be advertised by leading stores throughout the country

Twelve boxed pairs shipped in standard carton. Overall weight 75 lbs. Freight shipments—Four dozen pair or more. Express shipments—Less than four dozen pair. Minimum shipment—One dozen pair. Please do not request samples

Available now. Order now

Regular trade discounts for department stores and jobbers. Our sales force will call on you soon with the complete line of "TEE GEE" exclusives.

SUGGESTED RETAIL PRICE APPROXIMATELY **$7.49**

Factories—Middletown, New Haven, Saybrook, New London, Meriden, Old Lyme, Conn., and Manistique, Mich.

Inquiries and orders should be addressed to: Executive Offices, 16 Court Street, Brooklyn 2, N. Y.

TEE GEE PRODUCT

THE GEE METAL PRODUCTS CO.

Announcing

YANKIBOY—ROY ROGERS TIE-UP

We have secured the exclusive rights to manufacture the Roy Rogers (King of the Cowboys) playsuit. Here is another Yankiboy fast-selling promotion, offering the best in sales value!

Judging by fan-mail figures—a sure-fire barometer—Roy Rogers is truly the King of the Cowboys and the idol of American boyhood. Every boy will be proud to own our interpretations of the suit their idol wears. They form an enthusiastic market waiting for you.

The Roy Rogers playsuit will be in production soon. In our opinion (based upon 40 years' manufacturing and merchandising America's biggest line of playsuits) this new offering promises to become the "hottest" item we have ever offered you. It will be ready for the Fair—So be sure to see it!

SACKMAN BROTHERS COMPANY

200 FIFTH AVENUE, NEW YORK, N. Y.

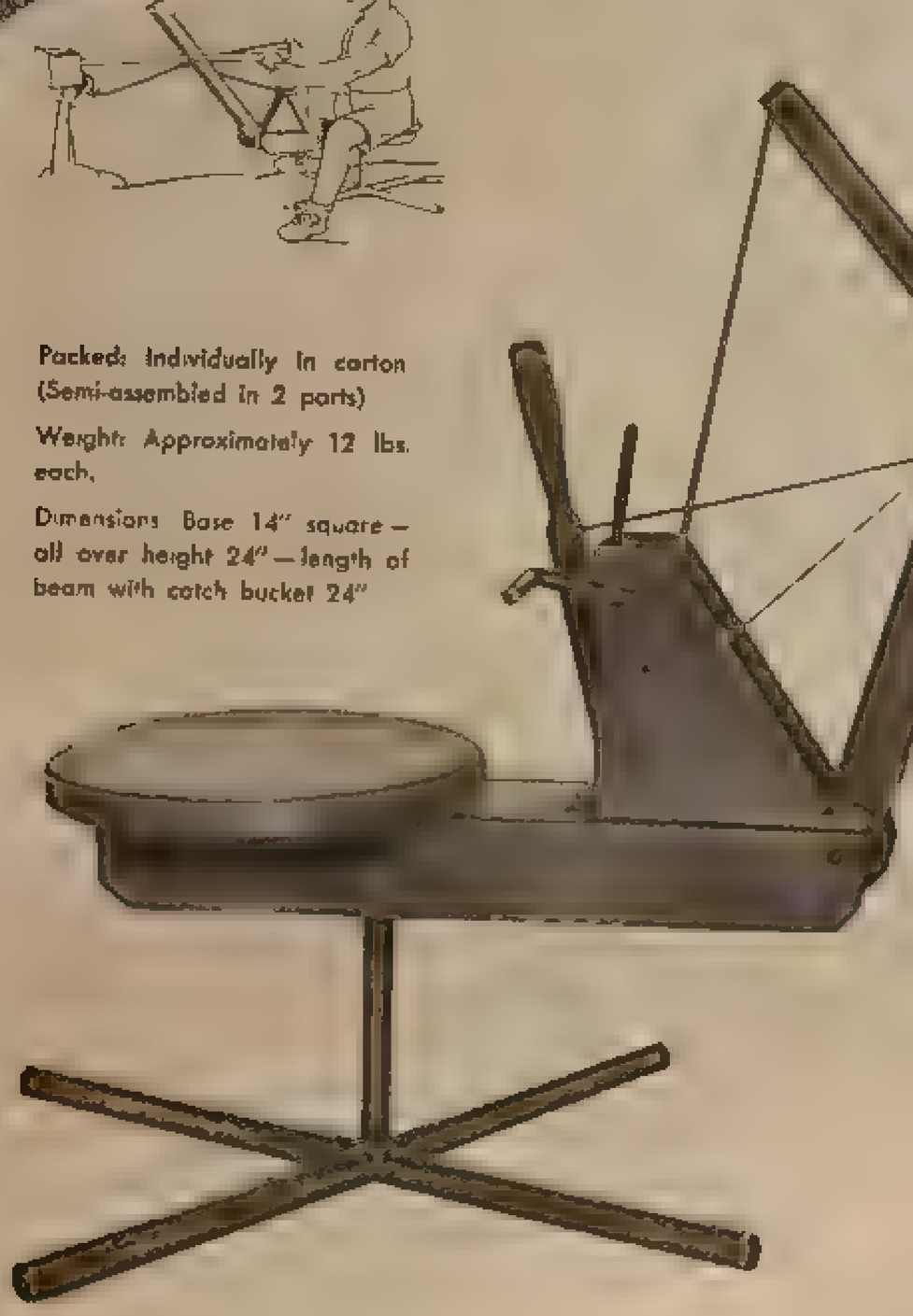
MAKERS OF YANKIBOY PLAYSUITS

[redacted]

REVOLVING ACTION

TRU-MATIC SAND DIGGER

ALL METAL—HEAVY STEEL CONSTRUCTION



• FOR BEACH OR SAND PILE

Packed: Individually in carton (Semi-assembled in 2 parts)

Weight: Approximately 12 lbs. each.

Dimensions: Base 14" square — all over height 24" — length of beam with catch bucket 24"

Direct action — nothing to get out of order! Makes a complete circle — digs and dumps wherever wanted. Hand lever controls beam and depth of digging. Hand crank controls direction of bucket and length of stroke

Made by **TRU-MATIC MACHINE & TOOL CO., MOUNT VERNON, N.Y.**

LEO Strauss & MURRAY K Richstone

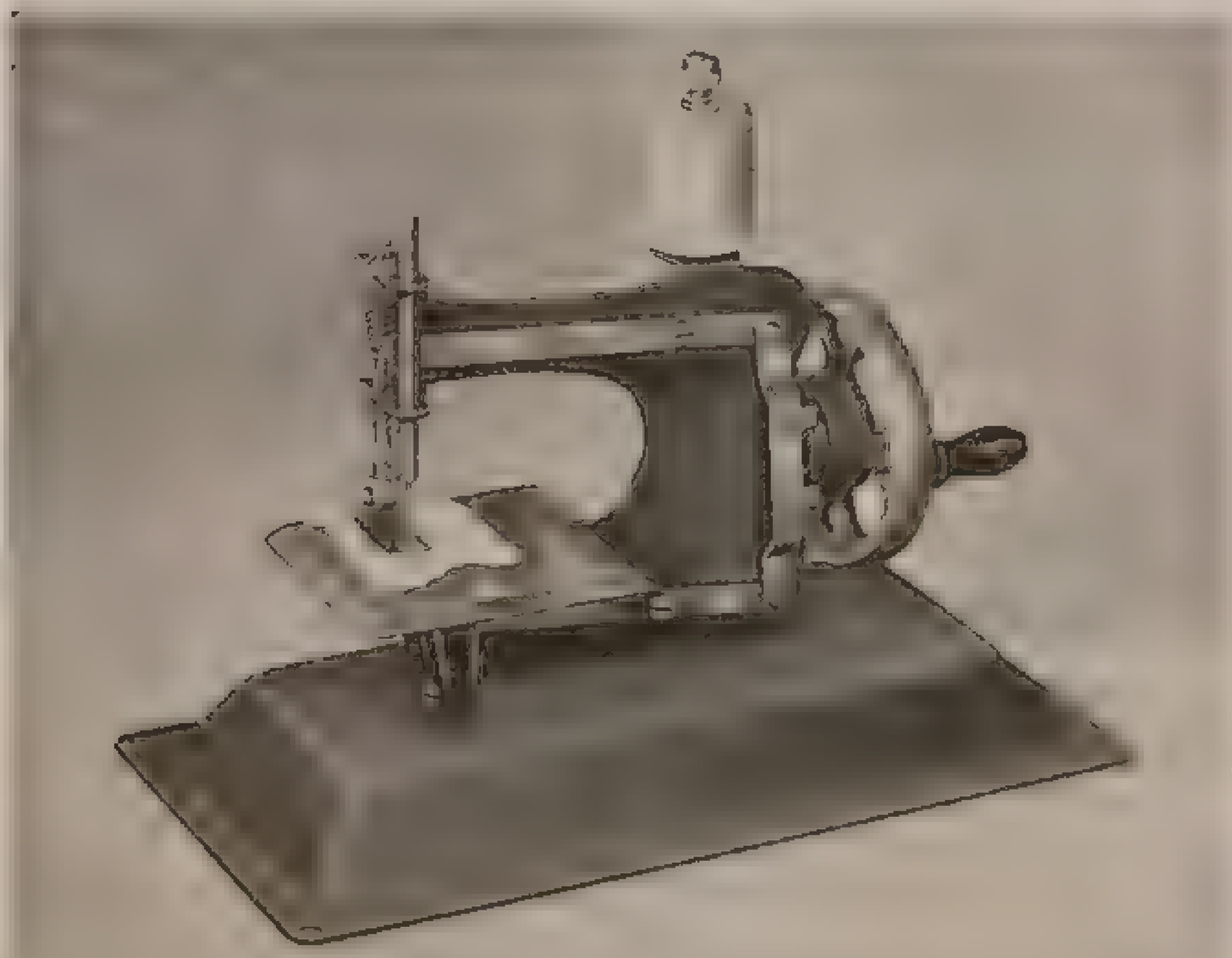
200 FIFTH AVENUE
NEW YORK 10, N.Y.

SOLE REPRESENTATIVES

10

TOY SEWING MACHINE

THAT ACTUALLY SEWS



A SEWING MACHINE THAT SEWS JUST LIKE MOTHER'S

Every girl 6 to 13 years old will want this machine that really sews and will use for making dollie's wardrobe, bedding, etc. It is not only lots of fun, but it is one of the best of all educational toys, as it teaches the important rudiments of home sewing. Made of all metal, finished in shining nickel and non-chipping crackle enamel in rich color. Uses standard spool thread, size 30. Self-feeding, with adjustment for changing size of stitch. This is a precision machine and will work effectively for years. Individually boxed. 200-lb. tested carton. 24 to shipment. Weight 46½ lbs. for 24. F.O.B. Chicago.

A REAL VALUE • CAN BE RETAILED AT $4.00

Exhibiting Toy Fair—131 Hotel Breslin—New York

C. L. BRADFORD ASSOCIATES

1486 MERCHANDISE MART • CHICAGO 54, ILL.

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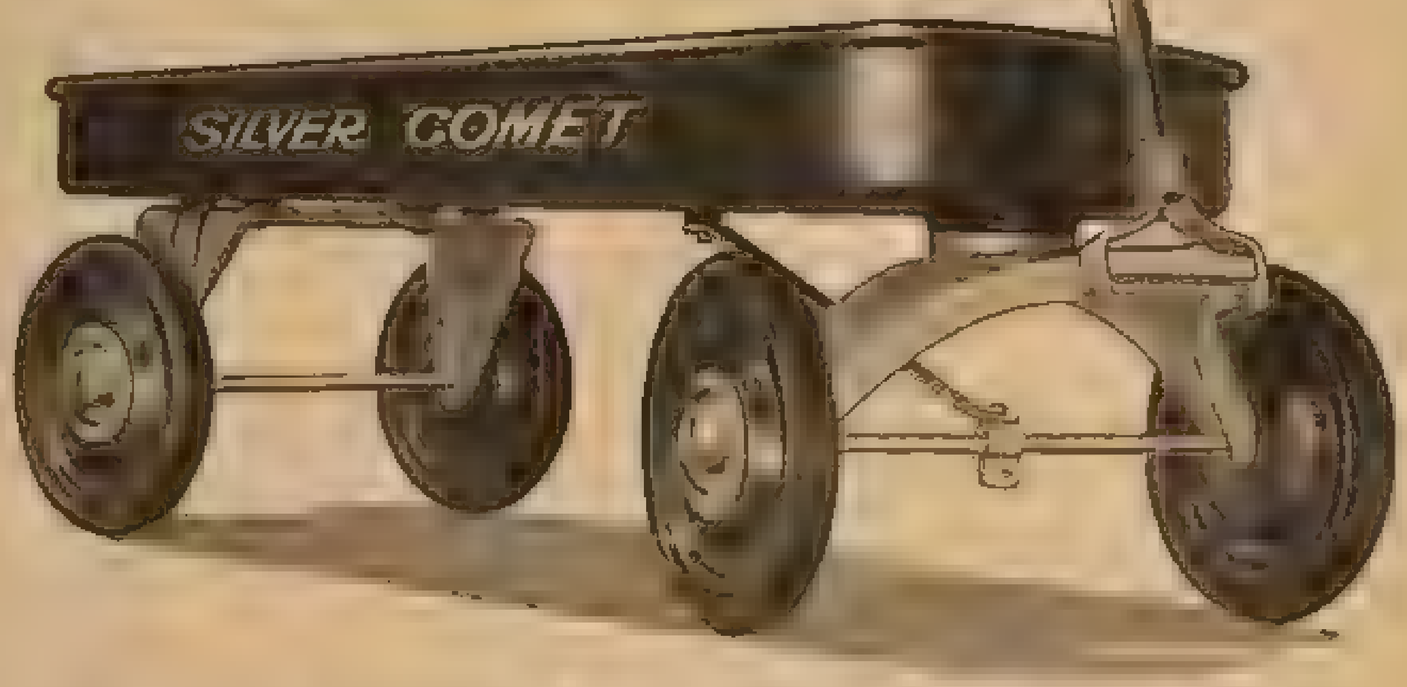
BE SURE TO SEE THE

★SILVER COMET

★ *De Luxe* ★

ALL-STEEL WAGON



Space 410-412
Fourth Floor

•

HOTEL BRESLIN

•

TOY FAIR

•

March 9-24

Refreshments Served Daily

IT WILL BE THE STAR OF THE FAIR

NOTE THESE FEATURES

- ★ Heavy all-steel construction
- ★ Rubber shock-mounted body
- ★ Automobile type puncture-proof tires
- ★ Rust-proofed throughout
- ★ Body and wheels oven baked enamel
- ★ Gleaming silvery finish on all other parts
- ★ One-piece front and rear supports
- ★ Hardened steel bearings
- ★ Indestructible welded wheels
- ★ Heavy duty, non-loosening hub caps
- ★ Largest steel body built
- ★ Tested to carry one ton load
- ★ Wheels replaceable with runners for winter use

Here's the finest wagon made today! Strong, all-steel construction with rubber shock-mounted body and automobile type puncture-proof rubber tires! Rust-proofed throughout with oven-baked enamel finish on red body and black wheels, and gleaming silver finish on all other parts!

LARGEST STEEL BODY BUILT!

Tested to carry one ton load! Hardened steel bearings, indestructible welded wheels, heavy-duty non-loosening hub caps, one-piece front and rear supports!

BEST SELLER EVERYWHERE!

A headliner and traffic-puller in any store! Enthusiastic dealers placed orders for over 10,000 at recent Furniture Show in Chicago!

Retail ceiling price, $14.95. Dealer's cost, $8.95, F.O B. Sebewaing, Mich. Shipped knocked down; shipping weight 35 lbs. Sold only to dealers.

ORDER NOW!

Be sure to see the Silver Comet at the Toy Fair in space 410-412, fourth floor, Hotel Breslin. Better still, write, wire or phone your order in today to insure early delivery!

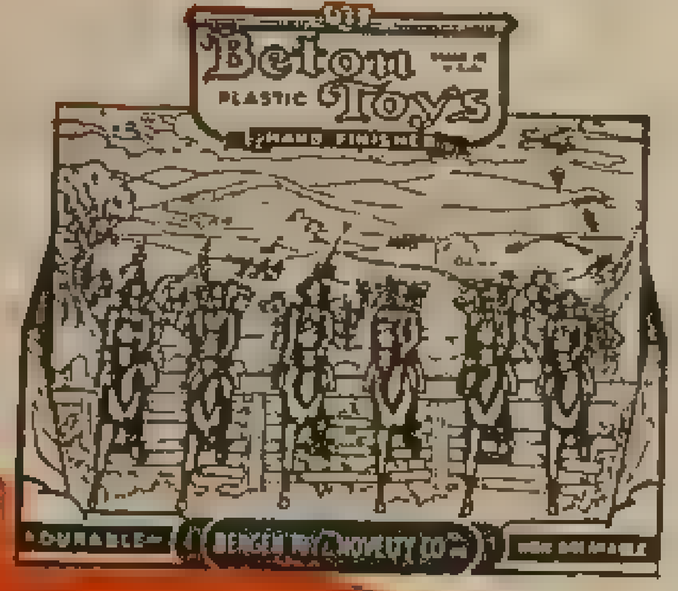
WOLVERINE MFG. CO.

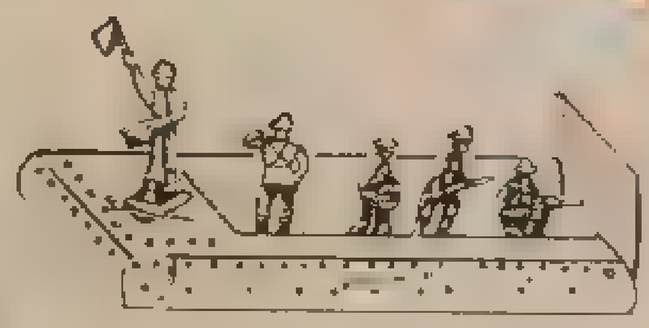
103 E. FERRY ST., BERRIEN SPRINGS, MICHIGAN

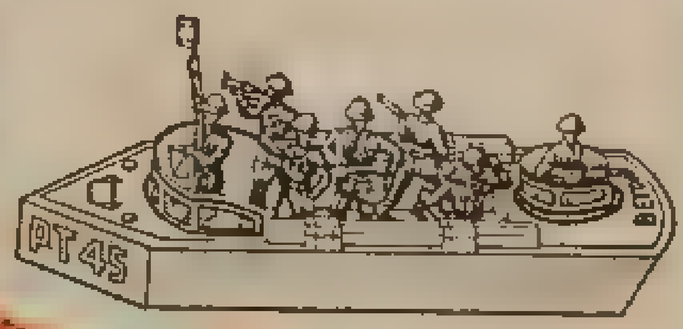
The Silver Comet is only one of the sensational, fast-selling, good-profit items we have to show you! Come up to our exhibit in rooms 410-412, Hotel Breslin, and get the complete story!

623

1946 a year of







Beton Plastic Toys

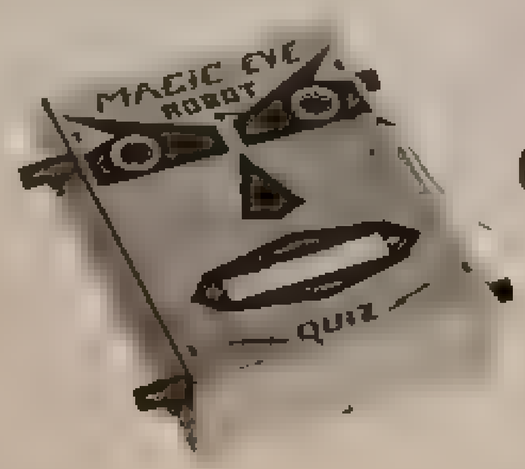
RUTHERFORD, N. J.

103

The *new quiz game* *that's sweeping the nation!*

....TO RETAIL FOR $1.00

Educational . . . Entertaining . . . and Exciting! The whole family will have fun with ***"The Magic Eye That Never Lies."***



ASKS and ANSWERS 250 QUESTIONS

HENRY KATZ
New York Sales Office
200 FIFTH AVENUE
ROOM 540
NEW YORK 10, N. Y

NEUKRAFT MFG. CO.
Tamaqua, Pa.

477

STANLEY CAST IRON TOYS

Something New . . . Different

A two-seated, two-horse surrey with fringe on top. All cast iron except cotton top and fringe Brown horses, blue and yellow surrey, yellow fringe and blue top Length, 11½". Height, 4½" Copper chains simulate tugs. Man driver and woman pasenger —removable Horses and tongue can be removed from surrey. Hole in front end of tongue provides for pull cord. Suggested retail price, $2.25. F. O. B. Factory. . . . Toy designed by Wm A. J. Mitchell of Central Engineering, Appleton, Wis., who is now working on three other numbers. Packed in individual cartons, 12 to shipping case. Weight per case 35 lbs

STANLEY TOYS ARE WELL MADE • HANDSOME IN APPEARANCE • REASONABLY PRICED

Authentic Scale Reproductions

Manufactured by

STANLEY TOY COMPANY

1301 MAIN STREET **OCONTO, WISCONSIN**

On display and represented by

HUGH D. KENNEY, Room 1443, Merchandise Mart, Chicago 54, Ill.
MECHNER & CAMINITI, Room 455, 200 Fifth Ave., New York 10, N. Y.
AL AUGER & KEN ROBERTS, 1355 Market St., San Francisco 3, Calif.
ATLANTA TOY MART, 175 Peachtree St., N.E. Atlanta, Ga.
DON B. GUTRIDGE, Oklahoma City, Okla. and Dallas, Texas

FOR EARLY SPRING DELIVERY

[redacted]

461

WATTS!!!

TO THE FINE ART

A LINE OF "FIVE"
ELECTRIC HEATED
STEAM ENGINES

WITH ACCESSORIES
IN CARNIVAL COLORS

DISTRIBUTED EXCLUSIVELY BY

HARVEY - MILLER CORP.

4720 CENTER AVE. PITTSBURGH, PA.

MANUFACTURED BY SPECIALTY INSTRUMENT & MACHINE CO., PITTSBURGH, PA.

Again!

STEGER WAGONS for 1946

LEAD THE QUALITY PARADE

States that display Steger Wagons can be confident they are satisfying the public demand for quality. For there is nothing finer than Steger construction and design—they're built to run as good as they look and stand up under long hard usage

Production on the Steger Line will be expanded as rapidly as conditions permit

No 26—Steger Truck

Has ¾ hard maple body; overall size 36" x 18". Natural furniture-like finish with grooved red stripes, red enameled hardwood stakes. Front and rear stakes removable and can be used as seats. Red enameled rubber-tired steel wheels with white steel hub caps. Long lasting, oil impregnated wood bearings. 27½ streamlined steel handle. All steel under carriage, black enamel, semi-assembled for easy attachment. Special construction of front bolster to give bearing-like turning; special lug construction to prevent turning of axles. 1 to carton, shipping wt. 39 lbs. Min. shipment 4 each

No 20 Steger Coaster Wagon

Has ¾ hard maple body, rounded corners overall size 28" x 14". Natural furniture like finish on whole body, with grooved red stripe. Rubber tired ivory enameled steel wheels with red steel hub caps. Long lasting oil impregnated wood bearings. 24½ streamlined steel handle. All steel under carriage black enamel, semi-assembled for easy attachment. Special construction of front bolster to give bearing like turning; special lug construction to prevent turning of axles. 1 to carton, shiping wt. 23 lbs. Min. shipment 12 each.

WHEN AT THE TOY FAIR
Visit Our Display
Room 400 — 1107 Broadway
H. J. Nye and R. T. Adam In Attendance

Steger PRODUCTS MFG. CORP.

STEVEN'S 3 NEW KALEIDOSCOPES IN 3 PRICE RANGES!

Exclusive Features! The Plastic Kaleidoscope Has Removable Top!
All 3 Kaleidoscopes With Exclusive Metal 2-Mirror Construction!

U. S. Patent Applied for

*When more than 2 mirrors used, result is complex configuration of design.

Steven Turning Head Kaleidoscope

1. Exclusive Metal 2-Mirror Construction (eliminates dark shadow!) 2. Beautiful Colored Fibre cylinder, with silver finished TURNING HEAD. 3. Transparent plastic eye-hole cover. 4. Highly attractive, low in price. 5. Assorted 4 brilliant colors. Suggested retail price, 50 cents

Steven Low-Priced Kaleidoscope King!

1. Our lowest price kaleidoscope! Sturdy construction 2. Transparent plastic eye-hole cover 3. Metal 2-Mirror Construction eliminates dark shadow 4. Consists of cylinder, eye-hole cover, lens. Suggested retail price 25 cents

Steven Plastic Kaleidoscope! New Exclusive Top Comes Off To Change Contents!

Newest kaleidoscope construction in over 100 years!

1 REMOVABLE TOP permits change of contents! Insert anything to form endless millions of fantastic beautiful designs. Assorted novelties, sequins, bugles, and confetti, and cork or rubber beads, in package, colored glass chips. These items furnished with set, and other items may be used. Send for free catalog!

2 Exclusive Metal 2 Mirror Construction eliminates dark shadow, creates one perfect symmetrical design! (When more than 2 mirrors are used result is complex configuration of design!)

3 [illegible] Suggested retail price, $2

4 [illegible]

NEW YORK REPRESENTATIVE ... WALTER ... RHONE ... FIFTH AVENUE, ROOM 524, NEW YORK

STEVEN MANUFACTURING COMPANY

5170 EASTON AVENUE — SAINT LOUIS 13, MISSOURI

"BUNNY BOY"

No. R-20	10½"
No. R-25	14½"
No. R-30	20"

"SCOTTIE"

No. 1	13" x 18
No. 200	7½" x 10

(washability does not apply to this item)

"TEDDY BEAR"

No. T-1	14½"
No. T-2	17"

"SPOT"

No. 35	8 x 11
No. 70	10 x 13½
No. 500	12½ x 17
No. 710	15 x 19

A "REAL-FUR" PRODUCT

Pets With Personality Plus!

"FRENCHY"

No. 1000 11 x 18

"LAZY KITTY"

No. C-1 8½ x 18½

"KID JUMBO"

No. E-5	7" x 11
No. 825	7" x 10

"SPORT"

No. 7	10 x 13½
No. 100	8½ x 10
No. 810	7" x 8½

There Is No Finer Companion for Any Child!

- SOFT! FLUFFY!
- COMPLETELY SANITARY!
- WASHABLE WITH LUX! . . . EACH ITEM TAGGED, GIVING FULL WASHING INSTRUCTIONS

Children Just Naturally Cannot Resist Them!

THE REAL FUR DOG AND NOVELTY CO.

164 ROOSEVELT STREET EGYPT, PA.

No wonder they're so proud . . . they are among the new arrivals to the

*FAMOUS FAMILY of GUNDS

In the family portrait above the dark fellow is Scottigund—his pals are Terrigunds. All have that quality look so characteristic of the F.F.G. All are on display at GUND showrooms from coast to coast.

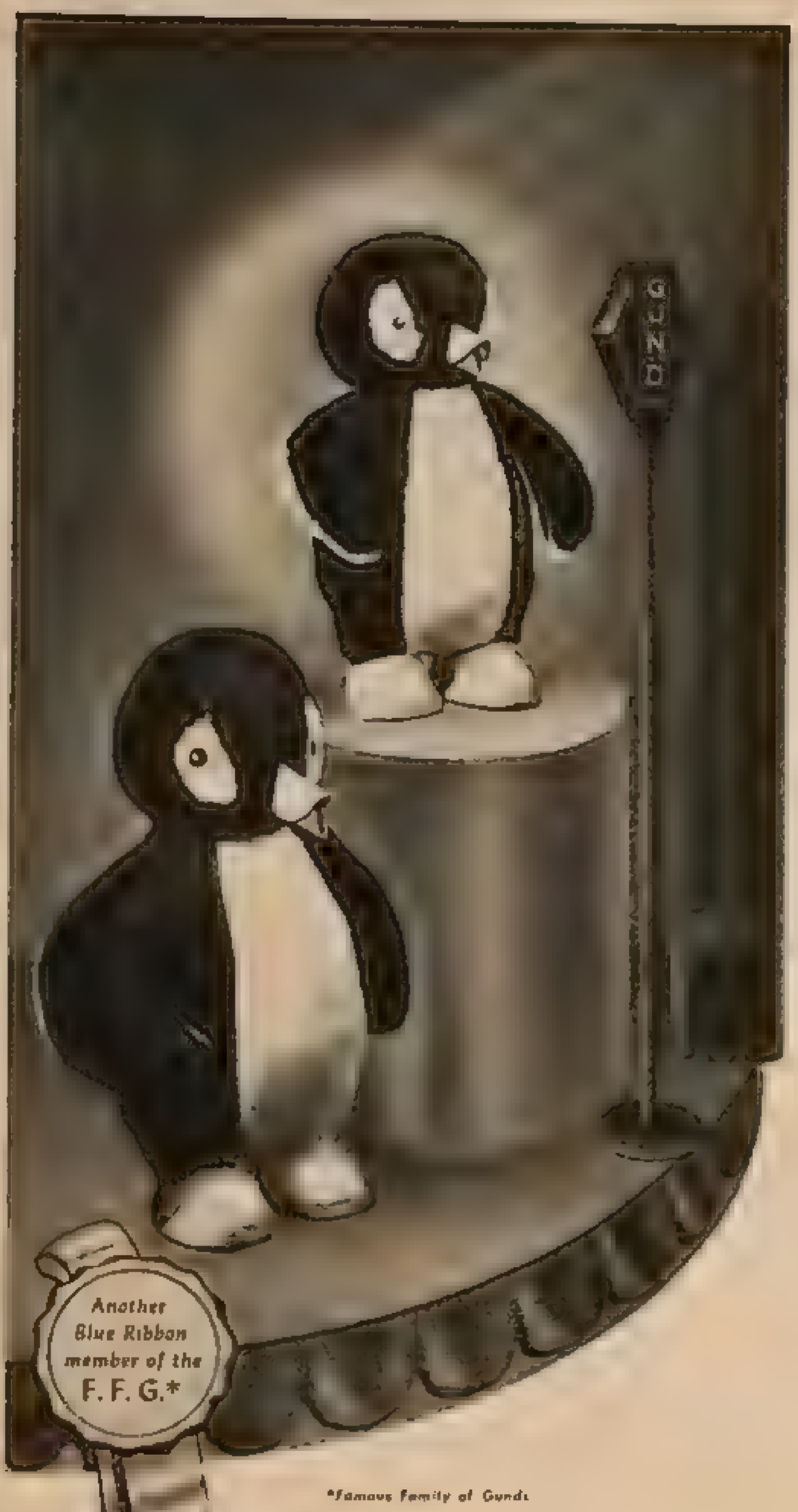
GUND means real value in STUFFED TOYS

Gund

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

MANUFACTURING COMPANY

J. SWEDLIN, INC., Successor, 200 Fifth Ave., New York, N. Y.



"Unaccustomed As We Are To Public Speaking . . .

We are, nevertheless, here to announce that the *FAMOUS FAMILY of GUNDS has been enlarged by many blessed events... Come to see our new and lovable family additions at Gund showrooms from coast to coast."

the

Pen Gunds

Gund

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

MANUFACTURING COMPANY

J. SWEDLIN, INC., Successor, 200 Fifth Ave., New York, N. Y.

GUND means real value in STUFFED TOYS

[redacted]

"BUNNY BOY"

No. R-20		10"
No. R-25		14½"
No. R-30		20"

"SCOTTIE"

No. 1	13"	x 18"
No. 260	7½"	x 10"

(washability does not apply to this item)

"TEDDY BEAR"

No. T 1	14½"
No. T 2	17"

"SPOT"

No. 3	8"	x 11"
No. 71	10"	x 13½"
No. 500	12½"	x 17"
No. 700	15"	x 19"

"KID JUMBO"

No. [illegible]	7" x 11"
No. [illegible]	7" x 16"

A "REAL-FUR" PRODUCT

Pets With Personality Plus!

"FRENCHY"

No. 1000		11" x 18"

"LAZY KITTY"

No. C-1	8" x 18"

"SPORT"

No. [illegible]	10"	x 13½"
No. 100	8¼"	x 10"
No. 810	7"	x 8½"

There Is No Finer Companion for Any Child!

- SOFT! FLUFFY!
- COMPLETELY SANITARY!
- WASHABLE WITH LUX! . . . EACH ITEM TAGGED, GIVING FULL WASHING INSTRUCTIONS

Children Just Naturally Cannot Resist Them!

THE REAL FUR DOG AND NOVELTY CO.

154 ROOSEVELT STREET EGYPT, PA.

Available thru your Jobber

St. Nick's Workshop inc.

Stuffed Toy Makers

2419 W. DIVISION ST. SANTA CLAUS BLDG. CHICAGO 22 ILL.

ROOM 122

HOTEL BRESLIN

MARCH 11th-23rd

"HONEY BUNNY" No. R-15

11½" x 11

Weight per doz. 10 lbs.

"FUNNY BUNNY" No R-10

11" x 9"

Weight per doz. 5½ lbs.

Personality Pets with "Eye" and "Buy" Appeal!

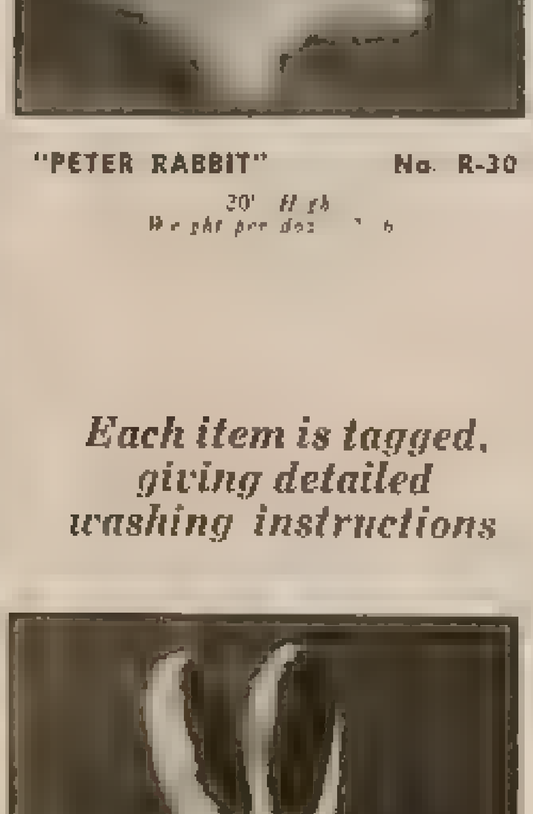
"REAL FUR" PRODUCTS

Made of soft, luxurious, fine quality, electrified shearling, with mouton places in the ears, they hold irresistible appeal for both child and parent. Ideal playthings, they are completely sanitary—easily washed in Lux. *You need merely show these numbers to sell them!*

THE REAL FUR DOG AND NOVELTY CO.

[illegible] ROOSEVELT AVENUE [illegible] DEPT. PENNSYLVANIA.

Made by the makers of "Real Fur" quality stuffed dogs, cats, teddy-bears, and elephants



"PETER RABBIT" No. R-30

20" High

Weight per doz. [illegible] lbs.

Each item is tagged, giving detailed washing instructions

"BUDDY BUNNY" No R-25

14½" High

Weight per doz. [illegible] lbs.

"BUNNY BOY" No. R-20

10½" High

Weight per doz. [illegible] lbs.

"BUNNY MIDGET" No R 5

7½" x 8

Weight per doz. [illegible] lbs.

Everything in the toy menagerie . . . plush, fur, mohair . . . running, rolling, standing, cuddly . . . over sixty of the cutest styles your customers ever saw . . . priced from $8.50 to $72 per dozen

Sure, it takes room to show the Schwartz Menagerie . . . but if you're looking for EXTRA VALUE to meet today's exacting stuffed toy conditions, it will pay you to visit

SCHWARTZ TOY CO.

Manufacturers of Stuffed Toys Since 1930

29 EAST 19th STREET NEW YORK 3, N. Y.

350

[redacted]

WITHIN REACH AND DESIRABLE

Superior Printing Presses are once again in production, and few buyers need to be reminded of the success they met before the war. Made of metal and rubber, they are substantially constructed to withstand the continued usage which they are sure to get by aspiring young editors of neighborhood newspapers.

Other Superior printing toys which will again be available are the rubber stamp printing sets containing picture stamps of comics, transportation vehicles, and circus characters . . . alphabet printing stamps . . . and rubber type sets.

The demand for Superior toys will exceed the supply which wil be available, but many lucky young printers will be able to "go into business" by Christmas.

Write for literature to

SUPERIOR MARKING EQUIPMENT COMPANY

formerly THE SUPERIOR TYPE COMPANY

DISPLAY ROOM—200 FIFTH AVE., NEW YORK 10

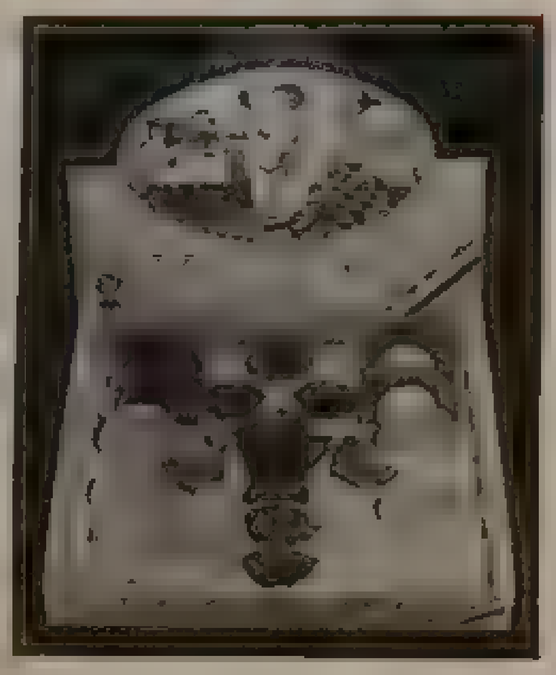
FACTORY—1800 LARCHMONT AVE., CHICAGO 13

501

ALL FOR IMMEDIATE DELIVERY!

Carroll and Adler Factory Lines of

PLASTIC TOY TEA SETS



25c to $3.00 Retail

•

KIDDIES TABLEWARE

3 Piece Set . . . . . 5c Retail
6 Piece Set . . . . . 10c Retail

Plastic Toy Tea Sets, 25c to $3.00,
Plastic Checkers, Interlocking
10c and 25c Balso Wood Gliders
Celluloid Rattles, 10c seller
Paper Horns, 5c and 10c sellers
Framed Pictures and Photo Frames
Plastic Army Pistol

Wood Yo-Yo Tops
Smoking Pipes
Smokers Articles
Taperlite Candles
Leather Goods
Drug Sundries
Kaleidoscopes

Checker Boards
Whistles
Dice
Key Chains
Pin Wheels
Mirrors
Icicles

Complete Line of NOTIONS

A hearty welcome awaits you—visit our showroom

CARROLL & ADLER, Inc.

2 WEST 20th STREET NEW YORK 11, N. Y.

CORNER FIFTH AVENUE

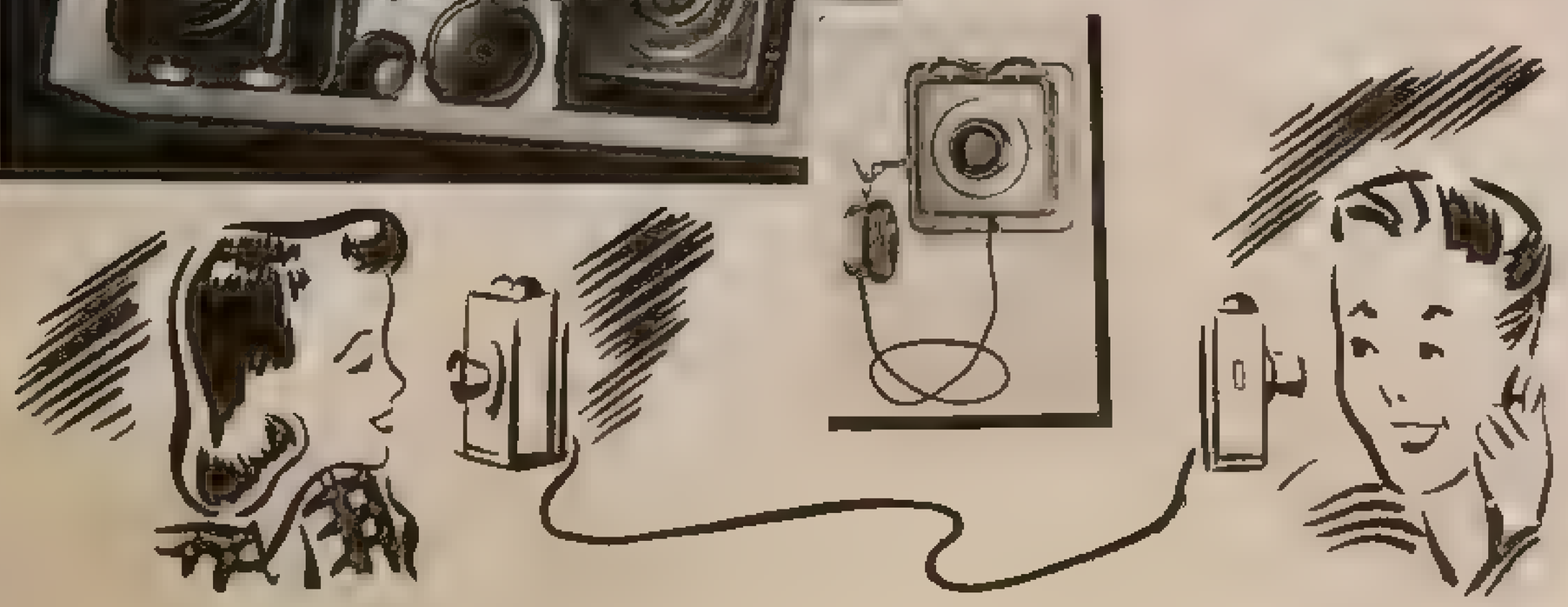
MANUFACTURERS

284

The Most Talked Over And Most Talked About
TELEPHONE SET

For Prompt Delivery

A real telephone at a toy price. Yes, a real two-way, all-metal telephone set with Bakelite receivers, precision made by communication experts, that looks, acts and works just like the real thing. Now being extensively advertised by leading Department Stores. You simply push the button, the bell rings, and conversation is carried on with utmost clarity. Great fun for the kiddies and a great boon for homes, clubs, on the farm, etc. Handsomely packed in a colorful display box. F.O.B. Meriden, Connecticut. Retails approximately $15.00.



For other outstanding items, see our complete line in Room 521, Fifth Avenue Building and the Hotel Breslin, Room 143, during the Toy Fair.

SPECIFICATIONS:

Operates on 1½-volt dry cell batteries. Each set contains two complete telephones with 100 feet of four-strand wire. By adding additional wire can be used up to 2 000 feet

HANDSOME BRONZE-GREEN FINISH

Regular Trade Discounts for Department Stores and Jobbers

Executive Offices: 16 Court Street, Brooklyn, New York
Factories: Saybrook, New London, Meriden, Old Lyme, Conn.

A TEE GEE METAL INDUSTRIES INC. PRODUCT

TEE GEE METAL INDUSTRIES INC.

PERMANENT SHOWROOM 521 : 200 FIFTH AVENUE, NEW YORK 10

SENSATIONAL
ACTION TOYS

from a

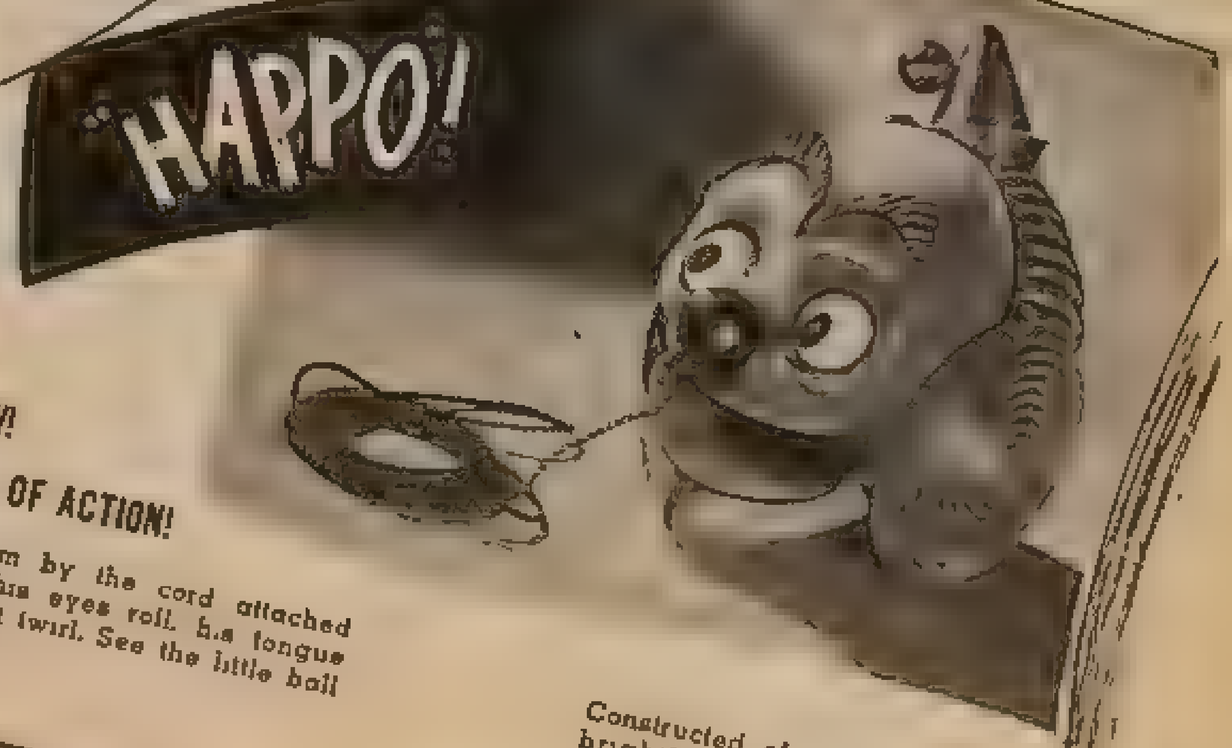
BEST-SELLER GROUP

by KAMKAP

Precision-made miniature of a standard cash register, the bell rings when a key is pressed, the cash drawer pops out, the amount indicator shoots up behind glass window on top.

Weighs 3½ lbs.
7¼" deep 6½" wide.
7¼" high

Constructed of heavy gauge steel with aluminum trim and baked-on, bright red, green, or blue enamel. White plastic keys register from 1¢ to $1.00 and no-sale.



"IT'S NEW!

"IT'S FULL OF ACTION!

Just pull him by the cord attached and watch his eyes roll, his tongue move, his hat twirl. See the little ball circle his hat.

Constructed of plastic and brightly multi-colored, "HAPPO" is washable too!

KAMKAP, INC.

200 FIFTH AVENUE NEW YORK 10 N Y ROOM 612

457

Tootsietoys

Still lead the way!

• Set No. 4600 as illustrated. Retail price $1.00

• Set No. 7100 as illustrated. Retail price $2.00

Striking realism, brilliant colors, up-to-the-minute designing make 1946 TOOTSIETOYS the greatest line of die-cast, all-metal toys you've ever seen!

Here are two of the 1946 TOOTSIETOY sets—a sparkling array of beautiful models—just a sample of what we're doing to keep those famous "Rol-Ezy" TOOTSIETOYS out in front in the profit parade

Material and labor shortages still are holding us back from full-volume production, so for a while longer we must continue to allocate the limited supply of TOOTSIETOYS to our old customers

DOWST MANUFACTURING COMPANY • CHICAGO

Always look for the name on every toy

Tootsietoys

DURABLE
BRILLIANT
toycraft
GYROSPHERE
100% SAFE
SCIENTIFIC
An Amazing POSTWAR
TOY for Little Lads n' Big Ones
THE FINEST GYRO EVER MADE . . . Re-orders prove it!
Fun for boys and men who stay boys at heart! Dad buys one for
Junior and another for himself so he can bear to part with it Boxed
individually packed three dozen to carton weighing fourteen pounds.
Patent pending
toycraft company
103

UNCLE SAM'S
3-COIN REGISTER BANKS

Back Again

and

As Dependable As Ever

The Bank That Has Been a Staple Best Seller in Thousands of Toy Departments Since 1907

Your orders will be filled as rapidly as conditions enable us to expand production.

DURABLE TOY & NOVELTY CORP.

OFFICE AND FACTORY

8 MORRIS ST. PATERSON, N. J.

TELEPHONE: LAMBERT 5-2167

190

Here's the PULL-TOY Sensation of the Year!

The Original
WOODETTE HELICOPTER
Model 3

A masterpiece of action and design!

Only the *Original* Woodette Helicopter offers these outstanding construction details!

- **Solid Aluminum propellers, strut and fenders.**
- **Steel gears and shaft.**
- **Balloon type rubber wheels.**
- **Transparent plastic cabin with miniature pilot inside.**
- **Plastic tail and propeller hub.**
- **Hardwood body with durable enamel finish.**

This latest model of a proven seller is the last word in both play value and sturdy construction. The propellers whirl realistically as the toy is pulled. The package is designed to become a colorful airdrome—complete with doors. Helicopter is 10½" in length, propeller spread 7½".

Write today for details

WOODETTES
Merchandise Mart, Chicago 54, Ill.

East Coast: Jase Canton
Room 305, 200 Fifth Ave., New York 10

West Coast: Erlach Lee
718 Mission St San Francisco 3

JUNIOR BOWLING PIN SET

TEN PINS and TWO BALLS

No. 404A
Constructed of kiln dried solid maple
White lacquer with red neck band
Pins 7½" high—2½" diameter
3" balls, individually boxed

Shipping Weight 5½ lbs. per set

NO. 404B BOWLING PIN SET
Clear Lacquer—Pins 9⅞" High

RAND INDUSTRIES
"The Champion Line"

FREDERICK BLDG. CLEVELAND 15, OHIO

WALTER H. KHONE 200 Fifth Ave., New York 10, New York
LEONARD N. H[illegible] 7 Decatur St. New Orleans, La.
CHARLES W. CARROLL 1421 Merchandise Mart, Chicago 54, Illinois
ATLANTA TOY MART 175 Peachtree St. N.E. Atlanta 3, Georgia

THE NEW, AMAZING
MARIMBA-TONE
A REAL MUSICAL INSTRUMENT
NOT JUST A PLAYTHING

Also

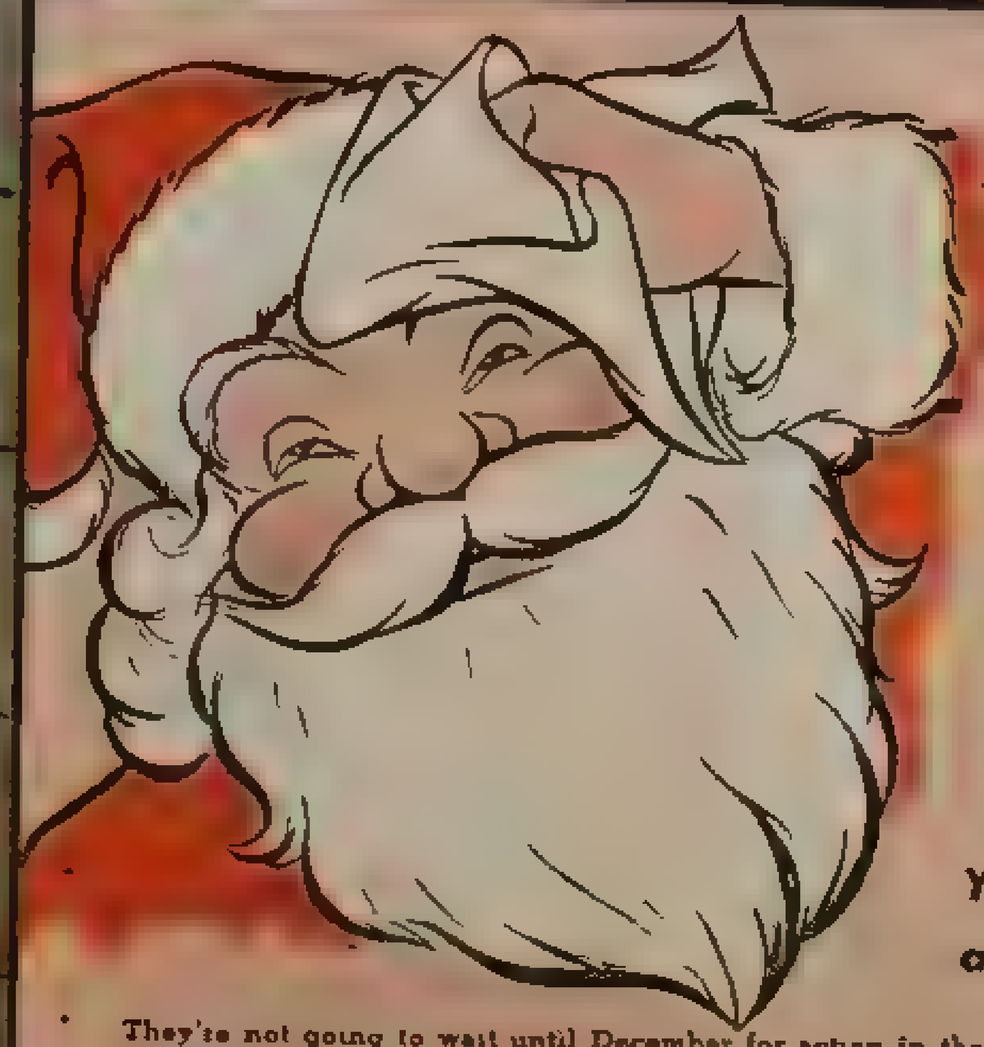
LOVABLE STUFFED TOYS
OF DISTINCTION
DESIGN PATENTED ITEMS

FROHMAN PRODUCTS, INC.
28 WEST 25th STREET, NEW YORK 10, N. Y.

Watch for More Good

STUR-DEE Toys

GEORGE C. KNIGHT CO.
GENERAL OFFICE: 409 GRISWOLD ST. DETROIT 26, MICHIGAN



Christmas Comes in July this Year!

Yes, that's right. Smart toy-buyers all over the country are stocking Stack Plastics' TOY FAIR TOPPERS...NOW!

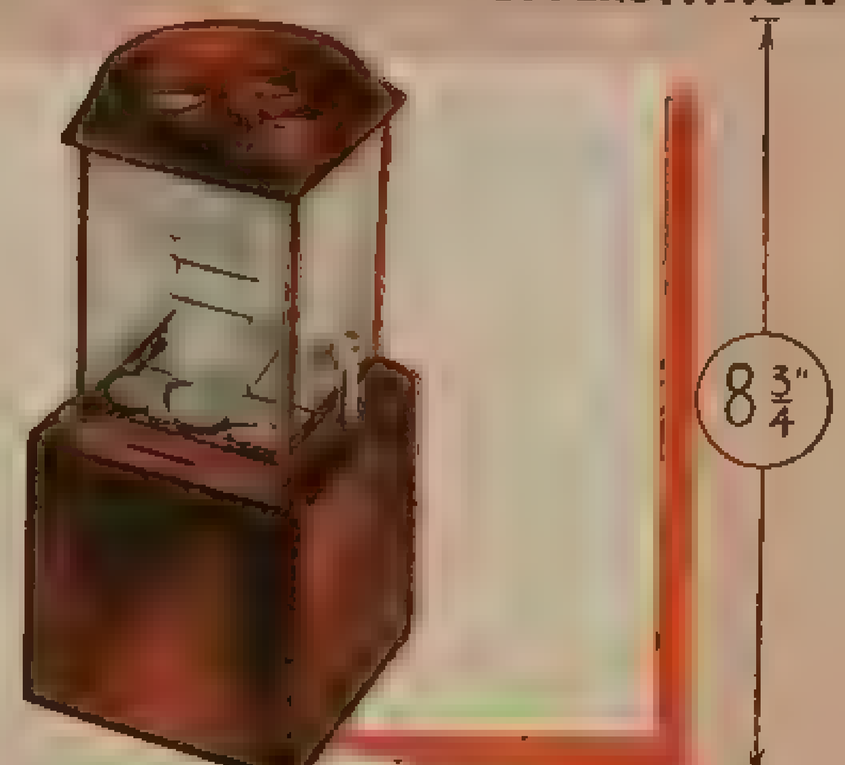
They're not going to wait until December for action in their Toy Department when they can get it right now with the TOY FAIR TOPPERS that every child wants.

Fare Box Savings Bank!

PUTS A THRILL IN THRIFT. MAKES PLAY PAY. Rings the bell on savings. Just like a Streetcar or Motor-Bus FARE BOX . . . takes pennies, nickels, dimes in coin receiver . . . bills and larger coins in slot . . . Bell rings each time coin is deposited. Kids find it fun to save. BIG! . . 8½" high, 4" square . . . Transparent Coin Chute shows Coin on its way . . . Bell Gong says "In the Bag" . . . Coin Boxlox . . . Tamper-proof Metal Bottom . . . Latest Style Plunger Door-Trip . . . Swing-ing Coin Door . . .

LOOKS LIKE **$7.50** —A KNOCKOUT AT **$3.49**

(Standard Discounts)

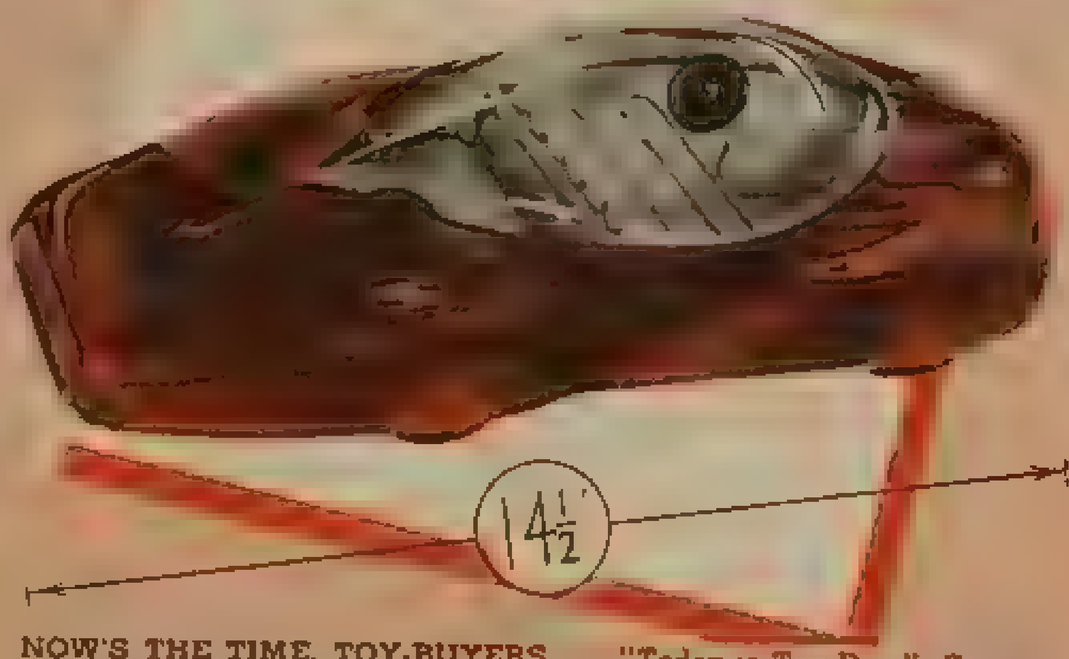


Comet Speedster!

NOT JUST A TOY but a world-famous record breaking Speedster built to scale . . . 14½" long, 5" wide, 4½" high. Jewel-like cast plastic body . . . transparent plastic canopy . . . genuine suedette upholstery . . . oversize rubber tires, with a spare in the luggage compartment. Foolproof . . . long-lasting . . . lifetime joy for any girl or boy

LOOKS LIKE **$10.00** BUT SELLS FOR **$3.95**

Standard Discounts



NOW'S THE TIME, TOY-BUYERS . . . "Today is Toy-Day." Summer vacations are here. Mom will have the youngsters underfoot for weeks on end. How to entertain them? . . . Here's the answer . . . Toys that Teach . . . Fascinate . . . Train children to make up their own Games . . . keep them Happily and Constructively Occupied

ORDER NOW FOR PROMPT DELIVERY

Stack Plastics Stack up profits...
If Jobber can't supply you,

ORDER DIRECT
Write today for FREE MAT SERVICE

THIS YEAR LET'S HAVE CHRISTMAS IN JULY

5835 WEST WASHINGTON BLVD.
CULVER CITY, CALIFORNIA

THESE SMART ADS TELL YOUR STORY; BRING MOTHERS IN

4 Hi-Powered ads for COMET SPEEDSTER
4 Magnetized ads for FARE-BOX SAVINGS BANK
2 Double-Duty ads featuring Both Items
2 High-Lighted Cuts of Each Item Alone . . . all in Mat form, as spots for your Display Advertising, for Folders, for Store Display.

STACK Plastics

Now AVAILABLE

PLACE YOUR
ORDER TODAY

ALUMINUM JEEP

- New, Strong Aircraft-Type Metal
- Gleaming Natural Metal Finish
- Electric Lights and Horn
- Red Water-Repellent Cushion
- Light Weight and Easily Operated
- Puncture Proof Firestone Tires
- Roller Bearing Wheels

See it at

CHICAGO
American Furniture Mart
Suite 30 17th Floor
666 Lakeshore Drive

NEW YORK
Toy Center Room 532
200 Fifth Avenue

SAN FRANCISCO
Lucas K. Carver
Russ Building
583 Market Street

LOS ANGELES
Norton L. Hammer
[illegible] S. Los Angeles St

SEATTLE
[illegible]
2216 Second Avenue

WESTERN TOY MFG. CO.
111 SPRING ST. SEATTLE, U. S. A.

[redacted]

"WHAT'S UP DOC!"

THE ONE AND ONLY

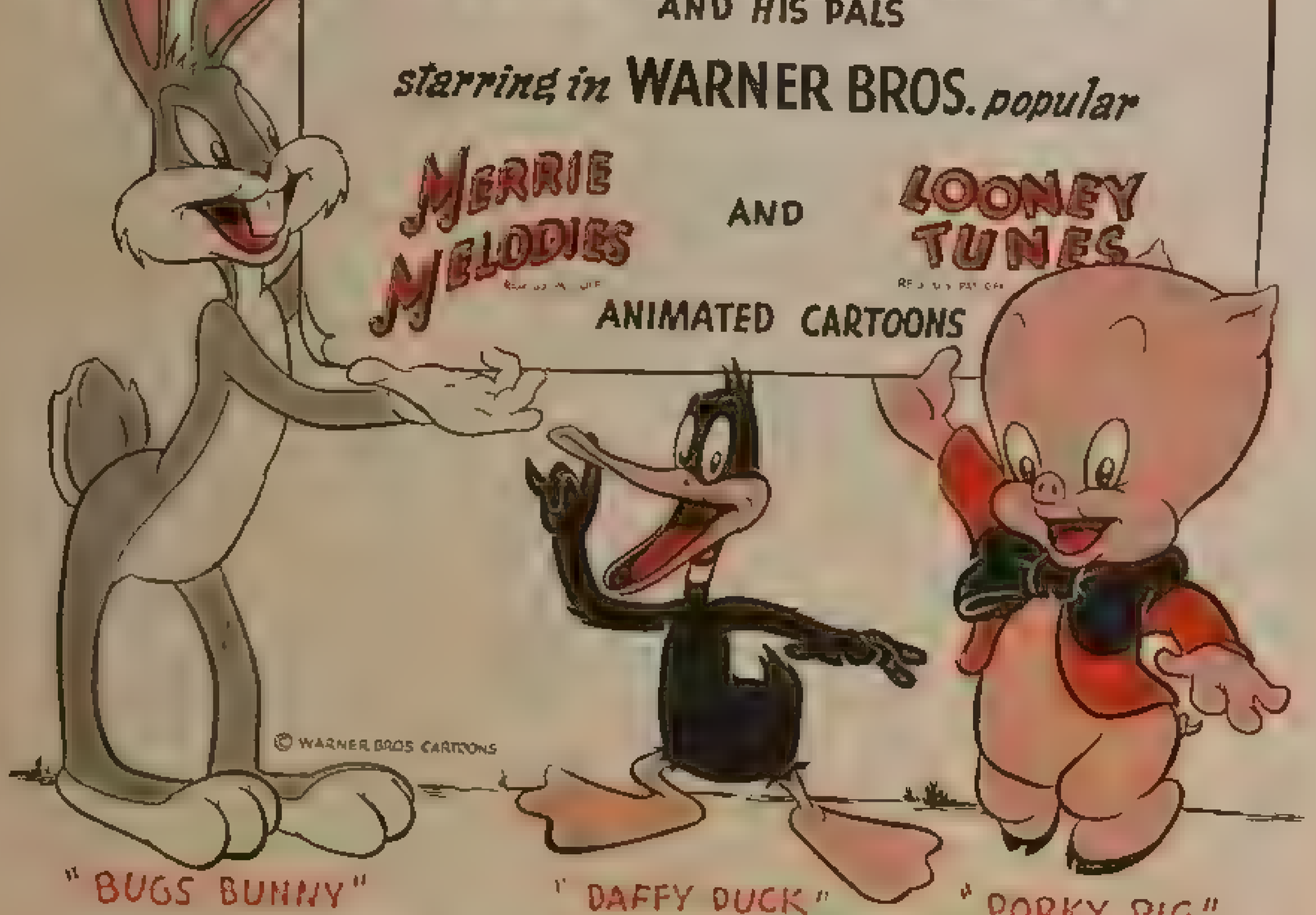
BUGS BUNNY

AND HIS PALS

starring in WARNER BROS. *popular*

MERRIE MELODIES AND LOONEY TUNES

ANIMATED CARTOONS



"BUGS BUNNY" "DAFFY DUCK" "PORKY PIG"

AND OTHER CARTOON CHARACTERS

NOW AVAILABLE FOR WIDE-AWAKE MANUFACTURERS, SMART ENOUGH TO CASH IN ON THE TREMENDOUS POPULARITY OF CARTOON CHARACTERS LOVED AND ENJOYED DAILY BY MILLIONS OF MOVIE FANS.

for EXCLUSIVE FRANCHISE WRITE WIRE OR PHONE

WARNER BROS. CARTOONS INC.
1351 NO. VAN NESS AVENUE,
HOLLYWOOD 28, CALIFORNIA
GLADSTONE 4131.

[redacted]

60

P-38 All Steel
TOY CLICKER PISTOLS

Available to a Very Limited Number of Jobbers for The Balance of 1946!

The fastest selling toy in 1946
GUARANTEED TO CLICK EVERY TIME!

There are all kinds of toy guns . . . BUT, we believe this toy pistol to be the best available . . . and they are all guaranteed! Heavy quality 22 guage steel construction —that is sure to have a long life. Packed four dozen to a carton . . . weighing 23 pounds.

During the Toy Fair, our Mr. J. James Gorov will be at Hotel Collingwood — 45 West 35th Street, one block North of Hotel McAlpin . . . For full information . . . telephone or call our Mr. Gorov.

SUGGESTED RETAIL PRICE
49¢

MELDON BROTHERS CO.

1927 E. 55th ST. • CLEVELAND, OHIO • EXpress 3858

625

BALANTYNE *ALL STEEL* PISTOLS

Exclusive!
REPRODUCTION OF
ROY ROGERS
"KING OF THE COWBOYS"
OWN GUN

America's Finest Cap Pistols

MODEL R-45

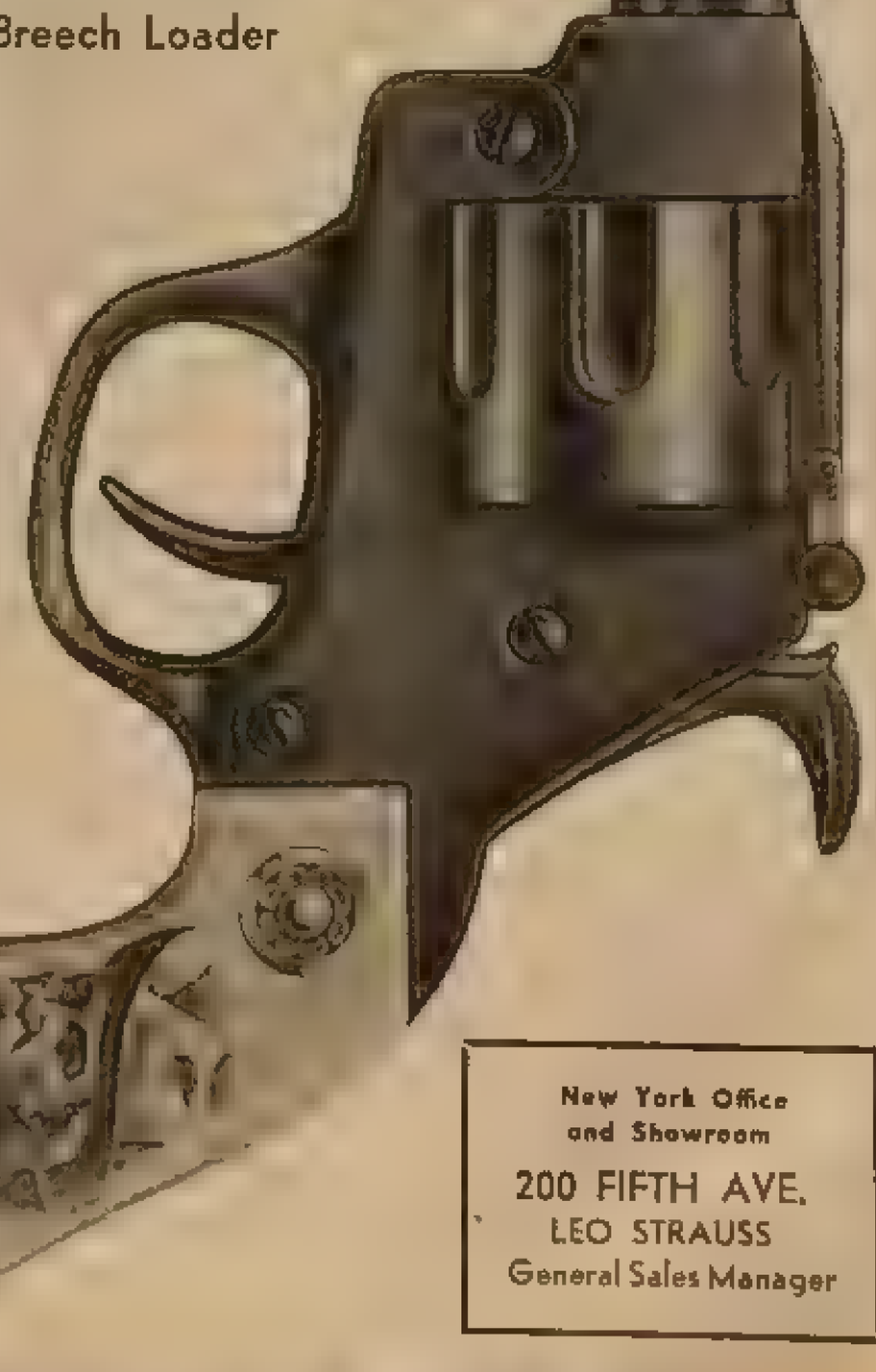
ROY ROGERS PISTOL

MADE OF 20-GAUGE STEEL

- Nickel Finish
- Clicking Hammer
- Twirling Cylinder
- Breech Loader

for
ROLL CAPS
Positive Action by Means of Firing Pin

Can Be Used Without Caps by Eliminating Firing Pin to Comply with Most Stringent Regulations



MODEL B-45

BUFFALO BILL GUN

With All the Above Features but Finished in Blue Steel

New York Office and Showroom
200 FIFTH AVE.
LEO STRAUSS
General Sales Manager

BALANTYNE MANUFACTURING COMPANY

1160 N. HOWE ST. TOY DIVISION CHICAGO 10, ILL.

Thos. A. Fallon Agencies: 116 New Montgomery St., San Francisco 5, Calif
Atlanta Toy Mart; 175 Peachtree St., N.E., Atlanta, Ga.; Charles Grote Robert's Hotel Miami Fla

BALANTYNE *ALL STEEL* PISTOLS

America's Finest Cap Pistols

Exclusive!
REPRODUCTION OF
ROY ROGERS
"KING OF THE COWBOYS"
OWN GUN

MODEL
R-45

ROY ROGERS PISTOL

MADE OF 20-GAUGE STEEL

- Nickel Finish
- Clicking Hammer
- Twirling Cylinder
- Breech Loader

for
ROLL CAPS
Positive Action by
Means of Firing Pin

On SPECIAL ORDER the firing plate can be omitted at the factory to prevent the use of caps thus complying with the most stringent regulations. All other features, such as hammer and trigger action, twirling cylinder etc., remain. This must be specified on orders.

MODEL
B-45

BUFFALO BILL GUN

With All the Above Features but Finished in Blue Steel

New York Office
and Showroom:
200 FIFTH AVE.
LEO STRAUSS
General Sales Manager

BALANTYNE MANUFACTURING COMPANY

1160 N. HOWE ST. TOY DIVISION CHICAGO 10, ILL.

Gulf Stream Distributors: 604 Guaranty Bldg., West Palm Beach, Fla.
Jay-Ess Sales Co., 468 62nd St., Oakland 9, Cal.
Sales Associates 1729 Arapahoe St., Denver, Col
Atlanta Toy Mart: 175 Peachtree St., N.E., Atlanta, Ga.

"WYANDOTTE TOYS"

ARE BACK FROM THE WARS

It has been exceedingly difficult for the old line toy manufacturers whose factories were entirely devoted to war work, and a majority of whose key personnel were in the military service, to convert back to prewar toy manufacturing.

We at All Metal Products made an honest effort since V-J Day to produce as many quality "Wyandotte Toys" and distribute them as equitably as possible, in an effort to give all of our regular customers *QUALITY MERCHANDISE* at *SENSIBLE PRICES.*

We have developed a rather large line of "Wyandotte Toys" for 1946 including STEEL TOYS –PISTOLS—POP GUNS—LITHOGRAPHED TOYS—GAMES -TARGET PISTOLS—TARGET GAMES.

We are planning on a maximum production and assure *ALL OF OUR REGULAR CUSTOMERS* that this merchandise will be distributed on as fair a basis as possible.

SPECIAL ANNOUNCEMENT

WE HAVE DEVELOPED A VERY COMPLETE AND EXTENSIVE LINE OF HOLSTER SETS—THE REAL WESTERN TYPE, MADE OF *GENUINE LEATHER* WITH PLENTY OF DECORATIONS. THESE WILL ALL HAVE *STEEL GUNS* AND WILL BE IN ALL PRICE RANGES. YOU WILL RECEIVE DETAILED INFORMATION ON THIS LINE IN THE NEAR FUTURE.

ALL METAL PRODUCTS CO.

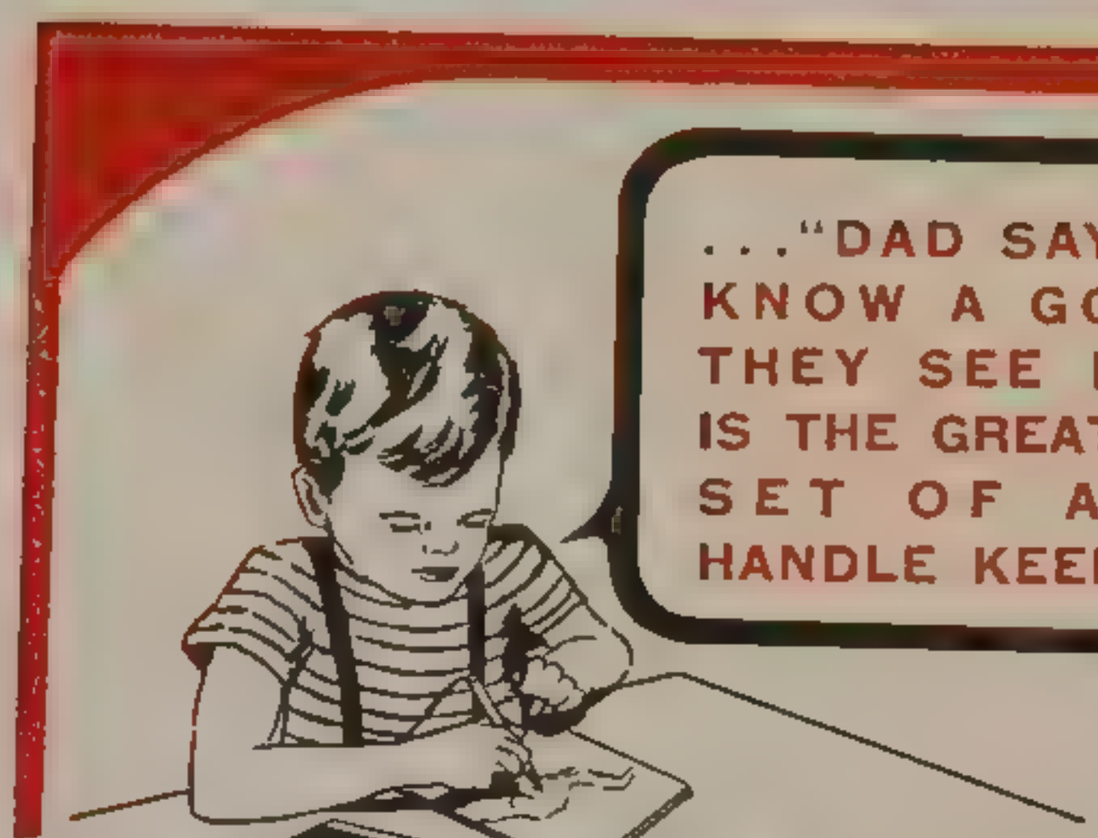
WYANDOTTE, MICHIGAN

NEW YORK OFFICE AND DISPLAY

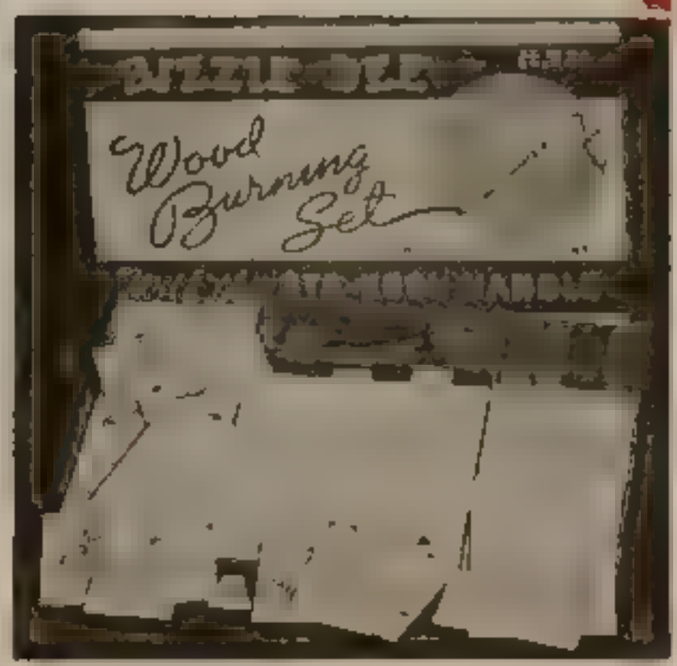
SUITE 42[illegible] 42[illegible] 200 FIFTH AVENUE NEW YORK N Y PHONE GRAMERCY 5-1979

Export Office—62 William Street New York N Y Phone WHitehall 4-7983

THE NEW INDESTRUCTIBLE
FREE-WHEELING
PLASTIC
SPINNING
TOP
Whirl-E-Gig
FREE WHEELING
TOURNAMENT SIZE
Whirl-E-Gig
TRADE MARK
This fast moving, quick selling, profit pulling WHIRL-E-GIG comes in many brilliant colors...packed 1 doz. assorted colors to carton. Carton, as shown above, is designed for effective counter display.
INDESTRUCTIBLE
Made of one of the hardest thermo setting plastics known, it can never chip, warp, crack or break. Sun, heat and moisture do not affect it.
PERMANENT COLOR
The brilliant color goes all the way through . . . there is no paint to scratch or chip off. The highly polished finish on each WHIRL-E-GIG is always the same and holds its lustre permanently
Samples sent on request
ACTUAL SIZE
JAMES L. DECKER PRODUCTS COMPANY
P. O. Box 1092 445 No. Canon Drive
Beverly Hills, California
152


...“DAD SAYS MOST DEALERS KNOW A GOOD THING WHEN THEY SEE IT. HE SAYS THIS IS THE GREATEST WOOD BURNING SET OF ALL TIME. THE HANDLE KEEPS NICE AND COOL”
BIZZIE BEE
Wood Burning Set
STA-KOOL HANDLE

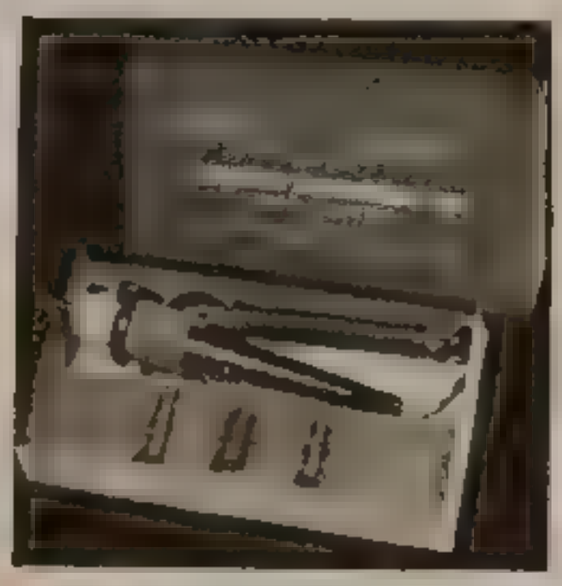
A BEE-LINE to FASTER SALES and BIGGER PROFITS



No. 320 DE LUX WOODBURNING SET Consists of the guaranteed STA-KOOL Woodburning pencil plus 15 designed objects as a

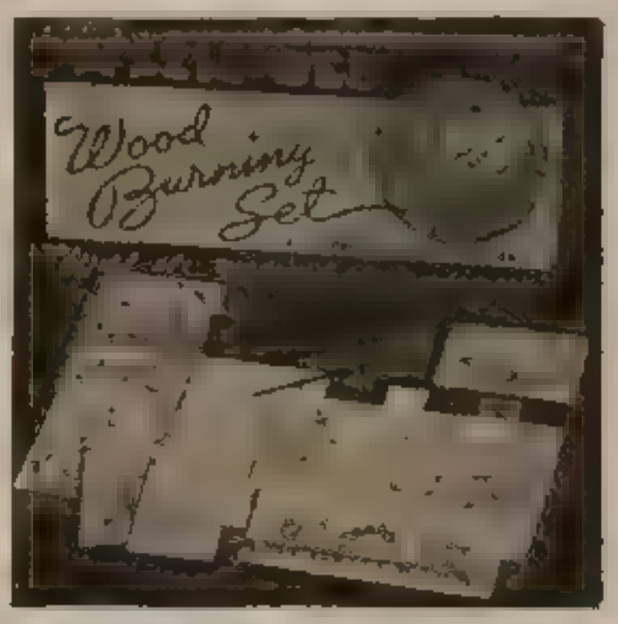
No. 31 WOODBURNING PEN & 6 ROLLS DE LUX Aden ... comb ... & foil writing of all types

Many years of careful planning and engineering have gone with these latest BIZZIE BEE WOODBURNING SETS. At last they are fool proof. Even the rough handling of enthusiastic lads can not mar their easy operating efficiency. BIZZIE BEE WOODBURNING SETS promote originality and develop creative interest for all who use them.



No. BB-101 WOODBURNING PENCIL PLUS FOUR SPECIAL TIPS. Each tip is designed and engineered for a special purpose

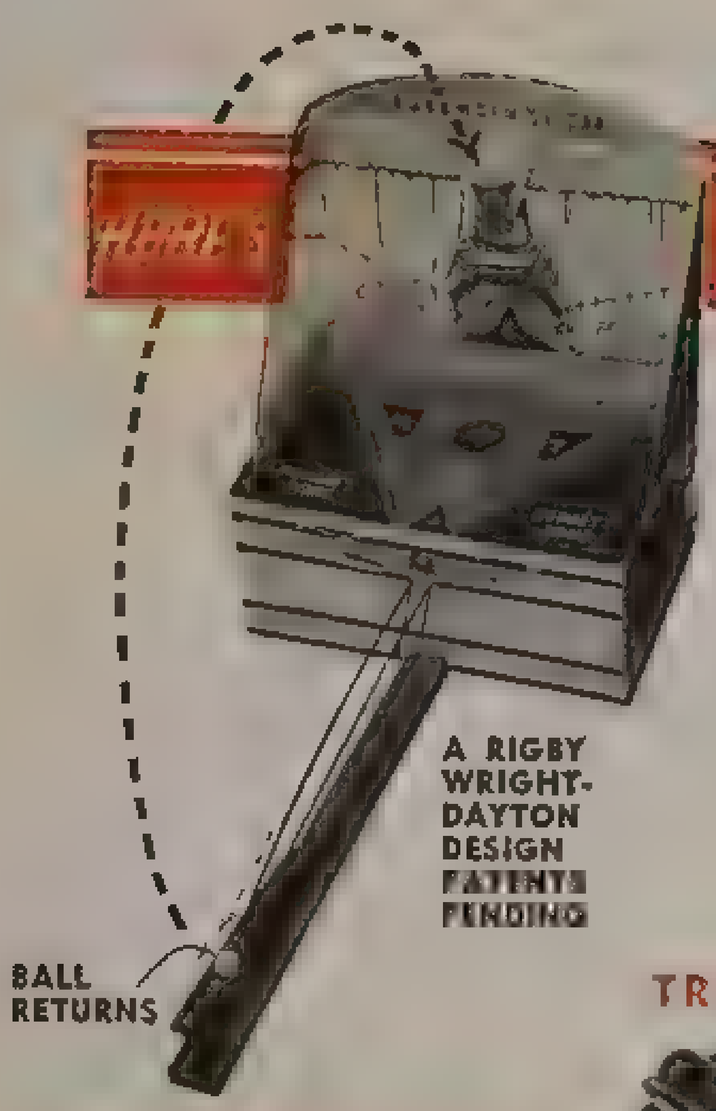
No. 050 WOODBURNING INSTRUMENT Contains guaranteed STA-KOOL pencil with long length cord



No. 110 WOODBURNING SET Features the famous guaranteed STA-KOOL Woodburning ... plus 10 ... objects in all

WOODBURN MANUFACTURING CO., INC.

SHOWROOM and FACTORY at 538-40 N. WESTERN AVE., CHICAGO 12, ILL.



THE GAME THEY'LL ALL BE PLAYING

PITCHEMIN!

The "something new" in action games, this combination of skill and chance keeps players going for hours. THEY WON'T STOP!

Ball is fired into basket, drops through. Clown CATCHES, gives you a hundred, fifty or twenty-five, rings bell, just according to how HE feels! HE MAY GIVE YOU NOTHING, AND EVEN DROP YOU OUT INTO THE PENALTY ZONE, STOPPING YOUR PLAY —OR—HE MAY LET YOU HAVE A DOZEN TURNS AT THE BALL, WHICH HE RETURNS!

Two feet long, one foot wide and sixteen inches high, simple assembly of four broad tabs, rugged, in full Circus colors, and boxed to match. There'll be few homes without PITCHEMIN.

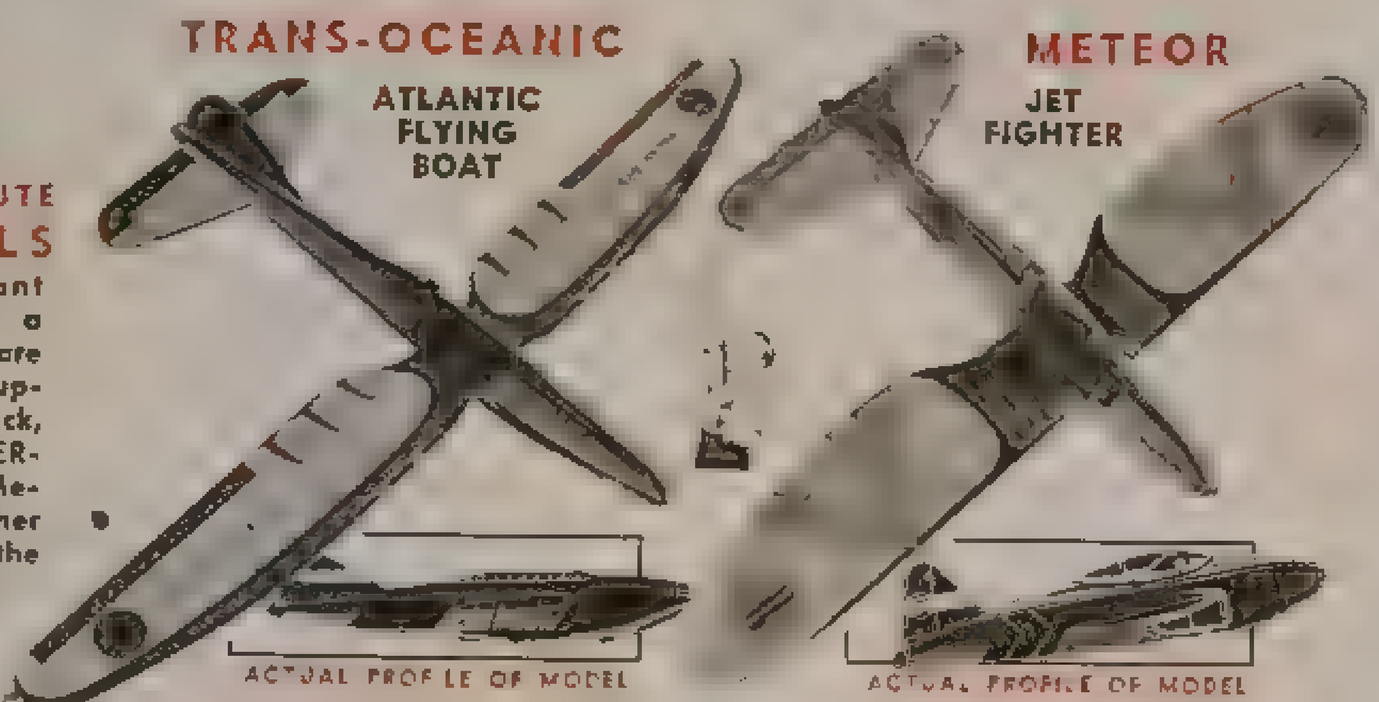
A RIGBY WRIGHT-DAYTON DESIGN PATENTS PENDING

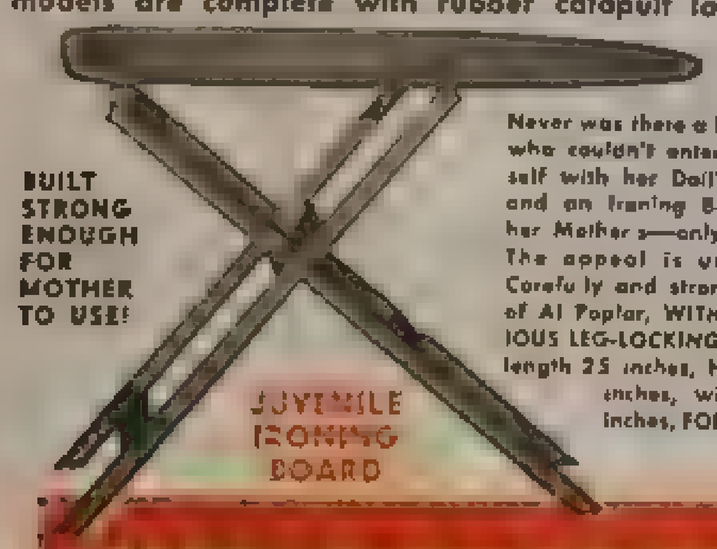
TWO UP-TO-THE-MINUTE

FLYING MODELS

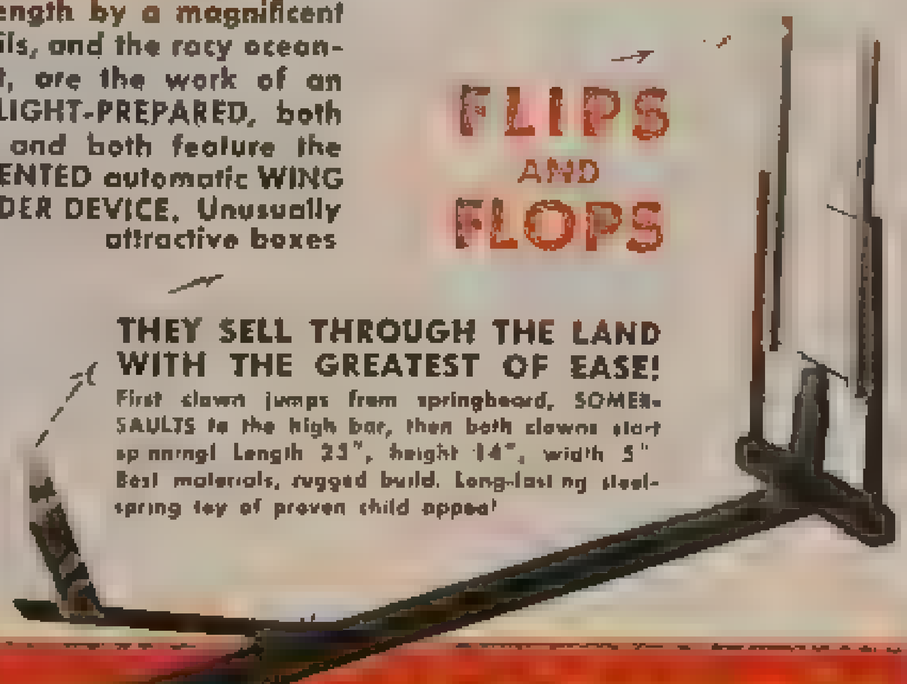
TRANS-OCEANIC is a giant flying boat, and METEOR, a modern JET-FIGHTER. Both are catapult-launched, streaking upward with wings clipped back, to REACH SPECTACULAR PERFORMING HEIGHTS! Where Meteor, the jetplane, darts hither and thither, Trans-Oceanic, the flying boat, majestically sails the sky just as a real monster does.

METEOR is 8" in length by 14½" wingspan, while TRANS-OCEANIC is 12¼" in length by a magnificent 20½" wingspan. The crisp red and black JETPLANE details, and the racy ocean-going seagreen and black of this modern flying boat, are the work of an International Expert in the aviation field. QUICKLY FLIGHT-PREPARED, both models are complete with rubber catapult launchers, and both feature the PATENTED automatic WING FOLDER DEVICE. Unusually attractive boxes





Never was there a little Miss who couldn't entertain herself with her Doll's clothes and an Ironing Board like her Mother's—only smaller. The appeal is universal. Carefully and strongly built of Al Poplar, WITH INGENIOUS LEG-LOCKING DEVICE. length 25 inches, height 18 inches, width 6½ inches, FOLDS FLAT



THEY SELL THROUGH THE LAND WITH THE GREATEST OF EASE!

First clown jumps from springboard, SOMERSAULTS to the high bar, then both clowns start spinning! Length 23", height 14", width 5" Best materials, rugged build. Long-lasting steel-spring toy of proven child appeal

THE WRIGHT DAYTON CO

NEW YORK EXHIBIT • J. WARREN WILEY, ROOM 450 • 200 FIFTH AVENUE, N. Y. 10

ZOWIE Plastic HORSESHOE GAME

EVERYBODY *Plays* HORSESHOES

ZOWIE Plastic HORSESHOE GAME is a sure-fire stand-by that moves all the year round All ages, both sexes play ZOWIE HORSESHOES . . . together or separately . . . indoors or out ZOWIE HORSESHOES are carefully designed to prevent their marring furniture when used indoors.

ZOWIE Plastic HORSESHOE GAME consists of *two* substantial stake-and-base assemblies, and *two* pairs of horseshoes. The $10\frac{1}{8}$" self-locking cross bases hold the 6" upright stakes solidly. The strong $4\frac{1}{4}$"x$3\frac{7}{8}$" horseshoes are heavily made with regular calks—making ZOWIE HORSESHOES a real game of skill as played with regulation iron horseshoes.

Balanced

[redacted]

Durable

[redacted]

Beautiful

[redacted]

Beautifully packaged in varnished two-color display carton shown above

JAMES L. DECKER PRODUCTS COMPANY

P. O. BOX 1092 • 445 N. CANON DRIVE

Beverly Hills, California

ALSO HYSPEED Plastic Pea Shooters • WHIRLIGIG • Bandalore Type Spinning Top • ZOWIE Plastic Blow Gun and Dart Sets Plastic Bomb Shape Salt and Pepper Shakers

[redacted]

Tudor's WALKIE-TALKIE RADIO-PHONE

in Sturdy *Metal*

- ✓ Collapsible Antenna
- ✓ Signal Whistle
- ✓ Loud Speaker
- ✓ Field or Home Telephone
- ✓ Station Selector
- ✓ Telegraph Key
- ✓ Morse Code

LITHOGRAPHED IN 5 COLORS

Almost incredible . . . the rugged usefulness and play value of this scientific TUDOR creation—an evolution of the famous TUDOR Walkie-Talkie that broke all records during the war—but now simulating the important PEACETIME Radio-Phone which will soon be in universal use among doctors, delivery men, sportsmen—and a thousand and one ways in civilian life. Kids can do more things with this magic toy than they ever dreamed—it will positively fascinate them, and their dads as well!

WALKIE-TALKIE
WT-175

Retails at **$1.59**

Size 3¼ x 4⅛ x 13½

Weight 36 Pounds

Packed individually in lithographed box— 3 dozen to a carton

TUDOR
METAL PRODUCTS CORPORATION

SHOWROOM:
200 Fifth Ave., N. Y. City, 10

FACTORY:
176 Johnson St., Brooklyn 1, N. Y.

Tudor's

Home Budget Bank

MILLIONS HAVE BEEN SOLD!

Here It Is Again—with **IMPROVED** *Lock and Key*

Size 6 x 6½ x 2¾ inches. Beautifully finished in RED, BLUE, GREEN or WALNUT, with SIX removable compartments. Made of sturdy metal with improved lock and key. One card with 48 titles for savings. TUDOR'S Home Budget Bank has helped thousands of families!

No. 101 BANK
Retail **$1.00**
Packed 3 dozen to a carton
•
Weight, 68 pounds to carton

Budget Your Income! Save for a Purpose!

TUDOR METAL PRODUCTS CORPORATION

showroom 200 Fifth Avenue, N. Y. City, 10, *factory* 176 Johnson Street, Brooklyn 1, N. Y.

Now, **TACA** *comes to North America*

The CAB has just granted a foreign air carrier permit to TACA de Colombia . . . between Bogota and Miami . . . via Jamaica and Cuba. Schedules to be announced later.

TACA AIRWAYS AGENCY, INC.
MIAMI — NEW YORK — WASHINGTON, D. C.

Announcement of this new route means that an inter-American partnership, successfully operating for 15 years in Central and South America and the Caribbean, now becomes completely and truly inter American in scope by expansion northward into the United States. TACA Airways now offers a hemispheric network bringing Latin America to your doorstep. The beautiful lands of our neighbors may be reached within a few hours. The best way for neighbors to become *good neighbors* is simply by visiting one another. To help you do this, with the maximum in comfort and convenience, the facilities of Latin America's greatest airline system - TACA—are at your command.

J. A. Holmes
President

TACA AIRWAYS *System* **TACA** *serves the Americas*

JUST TRY THE GREATEST TEXACO

FIRE-CHIEF GASOLINE IN HISTORY!

LIGHTNING STARTS . . . five-alarm response . . . smooth, rapid warm-up! It's *Fire-Chief . . . better than ever before* . . . thanks to Texaco's intensive wartime research.

New car or old . . . you'll get a thrill from Fire-Chief's alert, smooth performance. Just drive in to a Texaco Dealer's and say, "Fill 'er up . . . with *Fire-Chief.*"

You're welcome at

TEXACO DEALERS

where you get . . .

FIRE-CHIEF GASOLINE

SKY CHIEF GASOLINE

HAVOLINE AND TEXACO MOTOR OILS

MARFAK LUBRICATION

THE TEXAS COMPANY

TUNE IN . . . Texaco Star Theatre every Sunday night starring James Melton. See newspapers for time and stations.

Goodall-Sanford, Inc.

Manufacturers of Automotive Upholsteries . . . Transportation Fabrics . . . Coated Fabrics . . . Furniture Upholsteries . . . Woolens for Women's Wear . . . Drapery Fabrics . . . Palm Beach, Sunfrost and Springweave Suits for Men . . . Women's Palm Beach Neckwear Fabric . . . Beach Cloth Robes and Shirts . . . Bedspreads Slip Cover Fabrics . . . Casement Curtain Fabrics . . . Seamloc Carpets . . . Table Coverings.

THE FINEST NAME IN FABRICS

Selling Division:

Goodall Fabrics Inc., 525 Madison Ave., New York 22, N. Y.

Boston Chicago Detroit Los Angeles Mills, Sanford, Me.

The **PLACE** *to Buy Your* **PALM BEACH SUITS** . . . .

Thayer - Diggery's, Sanford, Maine

The man who buys his Palm Beach suits at this store buys to advantage. He gets variety; extensive stocks afford good selections; experienced salesmen assure you a definite personal satisfaction in styling and fit.

Sample swatches on request

Mail orders given prompt attention

The Home of the Palm Beach Mills is in Sanford, Maine. Quite naturally Thayer-Diggery specializes in its famous home-town product—Palm Beach. But, that is not all, Thayer-Diggery, through years of intensive promotional work on Palm Beach has become known country-wide as, "The Place to Buy Your

Palm Beach Suits"

. . . and now the NEW GOODALL Springweave and Sunfrost Suits.

Thayer-Diggery Co

"The Palm Beach Store" in Sanford, Maine

Now! LIFT...MOVE...STACK Materials Electrically with NEW

TRANSTACKER

PRICED AT ONLY **$1800**

Low price brings modern material handling methods within reach of all!

NOW for the first time every business—every industry can use modern, money-saving material handling methods at new low cost.

Because in the new Transtacker, Automatic's engineers have developed a high-lift stacker that sells for as low as $1800. And while it will move, lift and stack up to 4000 pounds, it weighs only 1900 pounds. This means you can safely use Transtacker, even if your floor and elevator capacities are limited

With all the advantages of the famed Transporter that moves any kind of material with amazing "touch-of-your-thumb" ease, Transtacker now gives you an electric hydraulic lift that stacks your product at new heights to increase storage capacity. With finger-up control it lifts up to 4000 pound loads in a matter of seconds . smooth, controlled lowering speed for utmost safety. Mail coupon for facts.

PLATFORM TYPE TRANSTACKER
Capacity 4000 pounds
For stacking unit loads on skid platforms.

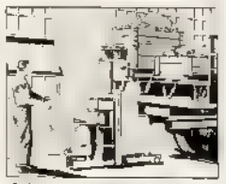
Above Price Applies in U. S. Only

SUSPENDED LOAD TYPE PALLET TRANSTACKER Capacity 2500 pounds With suitable forks for stacking double or open face pallets

OPEN FACE PALLET TYPE TRANSTACKER —Capacity 4000 pounds— With suitable forks for stacking open face pallet loads.

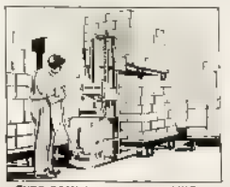
STRADDLE TYPE PALLET TRANSTACKER Capacity 4000 pounds With suitable forks for stacking double face or open face pallet loads

FINGER TIP CONTROLS LOAD
Cartons, crated goods, hard-to-handle material—one item or grid loads, lifts and stacks to full storage heights.



ENORMOUS SAVINGS IN SHIPPING
Pick up merchandise from ground level and deposit it on truck or trailer. A three-man operation becomes a one-man operation.

LIFTS HEAVY MACHINE PARTS
When heavy machine parts must be fed to working height, let Transtacker safely lift it, and place it.



ENDS BACK-BREAKING HANDLING
This can be your trucker—easily, efficiently working in conjunction with Transtacker. Fast storage space is yours free

PRE-TESTED IN INDUSTRY

1. Cuts loading and unloading time in half.
2. One man does the work of three with less effort—Transtacker cuts handling costs up to 60%
3. Light weight for limited floor and elevator load capacity
4. Hauls any kind of product with touch of thumb ease.
5. Gives you extra storage space without added cost
6. Lifts and stacks pallets from ground level to trucks and trailers.

LOOK TO THE LEADER FOR ALL THAT'S NEW

Transtacker
A PRODUCT OF AUTOMATIC

Lift Line GIFT'S LOAD

AUTOMATIC TRANSPORTATION COMPANY
DIV. OF THE YALE & TOWNE MFG. CO.
148 West 87th St., Dept. T, Chicago 20, Illinois
Please mail me without cost or obligation, complete facts about the NEW TRANSTACKER.
( ) Have an A.T.C. Specialist call and survey my material handling costs.

Company Name ....
By ... *Position* ..
Street Address, ..
City *State*

At Home

SIGHT FOR SORRING EYES

If you're homing on Manhattan in the world's fastest commercial airplane.

And whether your TWA Skyliner journey is measured in hundreds of sky miles or thousands, you find

its last glorious moments as stimulating as its first ones. In pressurized cabins at "overcruise"

altitudes, time passes so smoothly, so restfully. This is flying as only a Constellation

can make it – as only TWA provides

it in this country. One flight like this

makes you sure that flying is the way

to travel and TWA the way to fly

TWA
TRANS WORLD AIRLINE

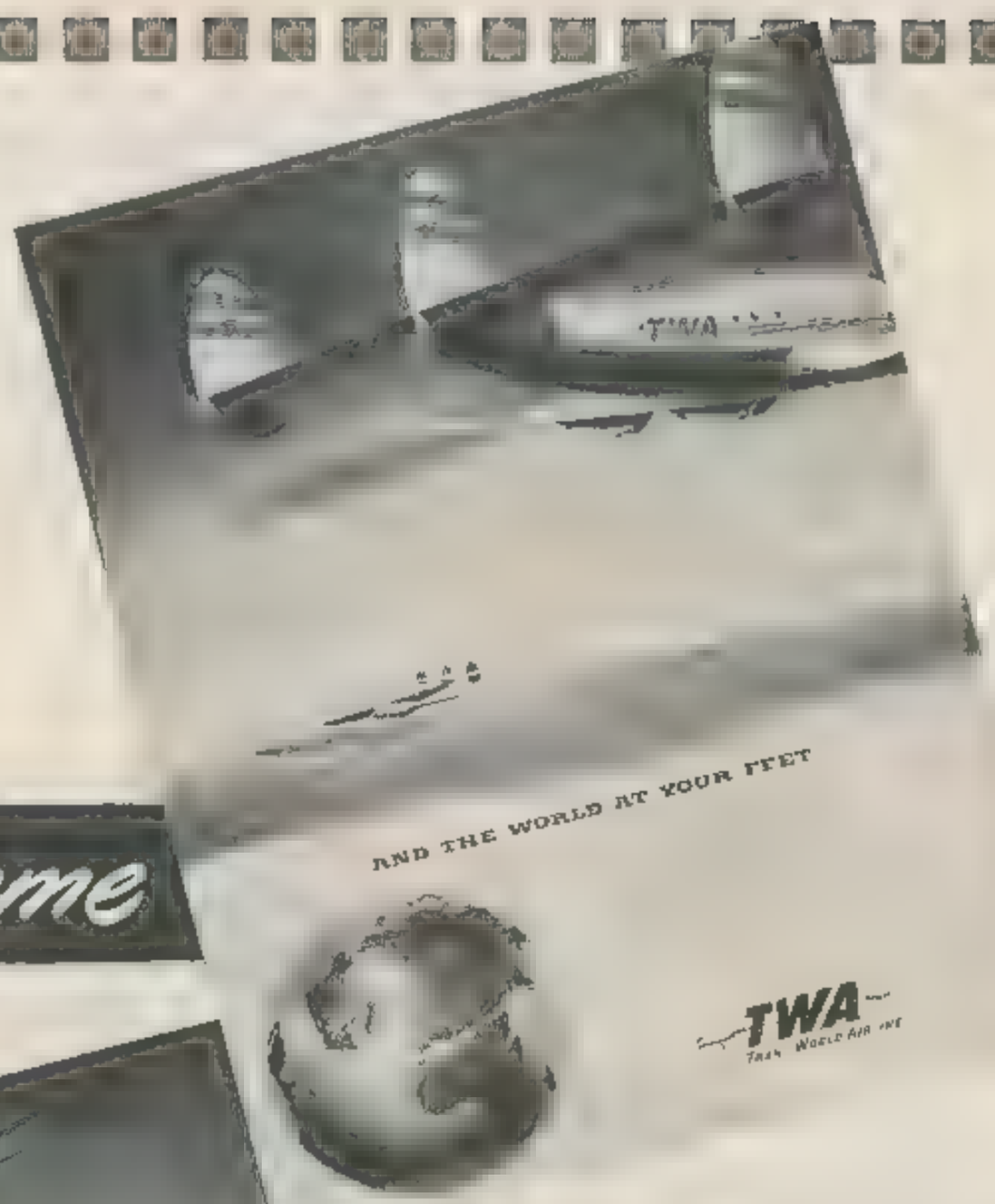
and Abroad

LISBON'S LOOKING UP

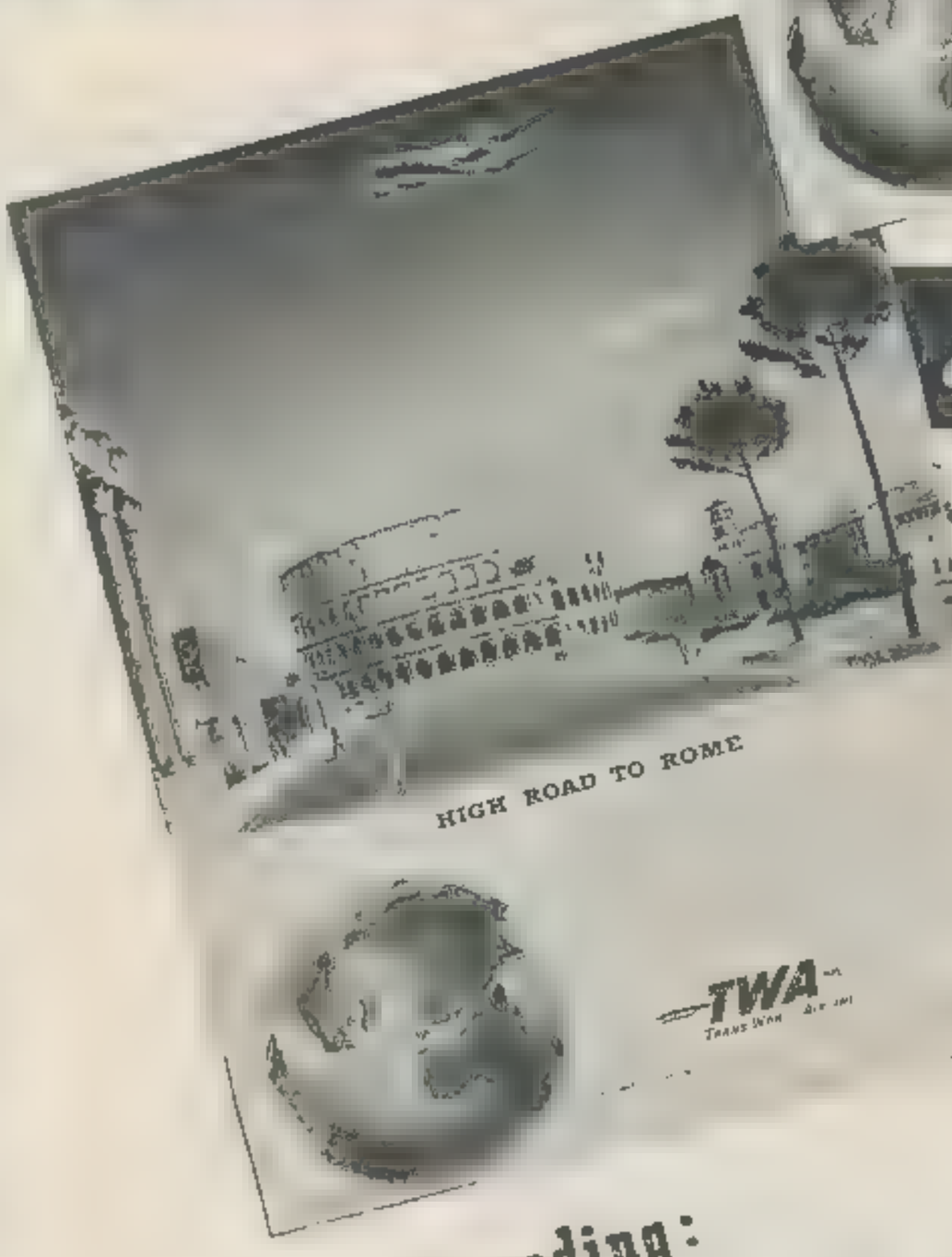
TWA
TRANS WORLD AIRLINE

The word is spreading:

"Flying is the way to travel and **TWA** *the way to Fly"*



At Home



and Abroad

The word is spreading:

"Flying is the way to travel

and TWA *the way to fly"*

California

hangs out the welcome sign

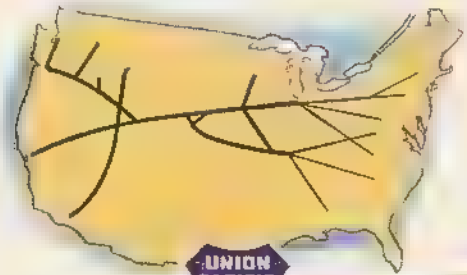
California, a beehive of industry in war years, is getting its house in order to receive guests from all over the nation.

Union Pacific will be transporting thousands of California visitors. It offers the West's greatest travel bargain; serves more western scenic regions than any other railroad and is long famous for smooth-riding, safe travel...for service and meals that delight.

Whatever you desire in rail transportation can be yours; a swift Streamliner, a comfortable Limited or, if cost is a factor, the economical Challengers.

Add to the pleasure of your trip, if en route to Los Angeles, by stopping over at Las Vegas, Nevada—a short distance from mighty Boulder Dam, one of America's greatest spectacles.

Your journey by rail will be a high spot of your vacation or business trip.



be Specific—
say "Union Pacific"

THE PROGRESSIVE UNION PACIFIC RAILROAD

ROAD OF THE Streamliners AND THE Challengers

Where Nature *Lets off steam...*

YELLOWSTONE
NATIONAL PARK

Pillars of steaming water spout skyward. Roaring falls, mysterious lakes, and pools like bubbling paint-pots also are part of Nature's magic show in Yellowstone.

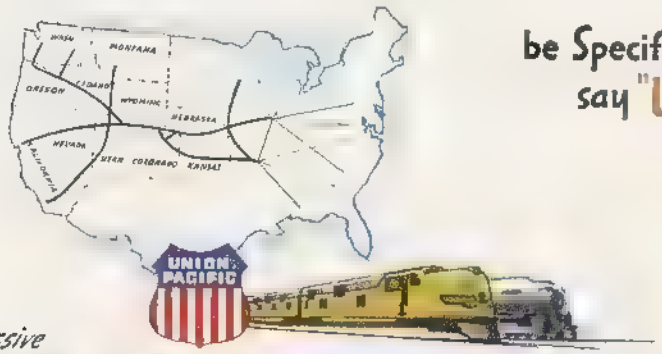
The famous Yellowstone bears, with their entertaining antics, perform for visitors and there is other wild-life in abundance.

Beautiful Grand Teton National Park is but a few miles south of Yellowstone. Together they offer a double attraction for vacationists. Comfortable, inexpensive guest accommodations are available.

These western wonderlands also may be visited as a short side-trip when enroute to or from the Pacific Coast via Union Pacific.

Travel by train and begin your vacation with relaxation. Ride in comfort and arrive rested. Union Pacific offers a variety of fast Streamliners and steam-powered transportation.

More western scenic regions are served by Union Pacific than by any other railroad. It's the world's greatest vacation travel bargain. For unexcelled passenger service—



be Specific –
say "Union Pacific"

The Progressive
UNION PACIFIC RAILROAD
ROAD OF THE *Streamliners* AND THE *Challengers*

Great White Throne—Zion National Park, Utah

1708 Square Miles of Scenic Beauty

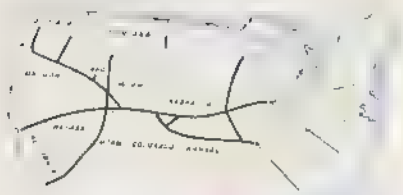
In southern Utah and northern Arizona, you'll find one of Nature's most magnificent art exhibits; massive monuments, beautiful temples, immense canyons . . . brilliant in flaming colors.

When travel conditions permit, visit Utah's Zion and Bryce Canyon National Parks . . . and the Grand Canyon of Arizona. Together with Cedar Breaks National Monument and Kaibab National Forest they present 1708 square miles of breath-taking scenic beauty.

These wonderlands are so closely grouped that all may be seen in a few days time . . . can even be visited as a "stop-over" when enroute to or from California, via Union Pacific.

Begin your vacation with relaxation. Go the restful way—by rail. And for the finest in train travel . . .

be Specific—
say "Union Pacific"



The Progressive

UNION PACIFIC RAILROAD

ROAD OF THE Streamliners AND THE Challengers

The
Line That's Featured by Leading Stores

PROGRESSIVE DOLL WEARING APPAREL AND ACCESSORIES

Long known as the leading American Line of its kind, PROGRESSIVE is prepared to supply your every DOLL ACCESSORY requirement with perfect satisfaction, . . .

Unequalled Range of Styles
To Retail from 5c to $5.00

- SHOES
- STOCKINGS
- BOOTIES
- PAJAMAS
- Nursing Bottles
- DRESSES
- COATS & HATS
- HOUSE COATS
- SNOW SUITS
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MAE HANSEN

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Progressive Doll Accessories Corp.

489 BROOME STREET : : NEW YORK

HORSMAN DOLLS

Look forward to your Toy Fair
visit and consideration of

America's best known and best loved Dolls

Factory — Trenton, New Jersey

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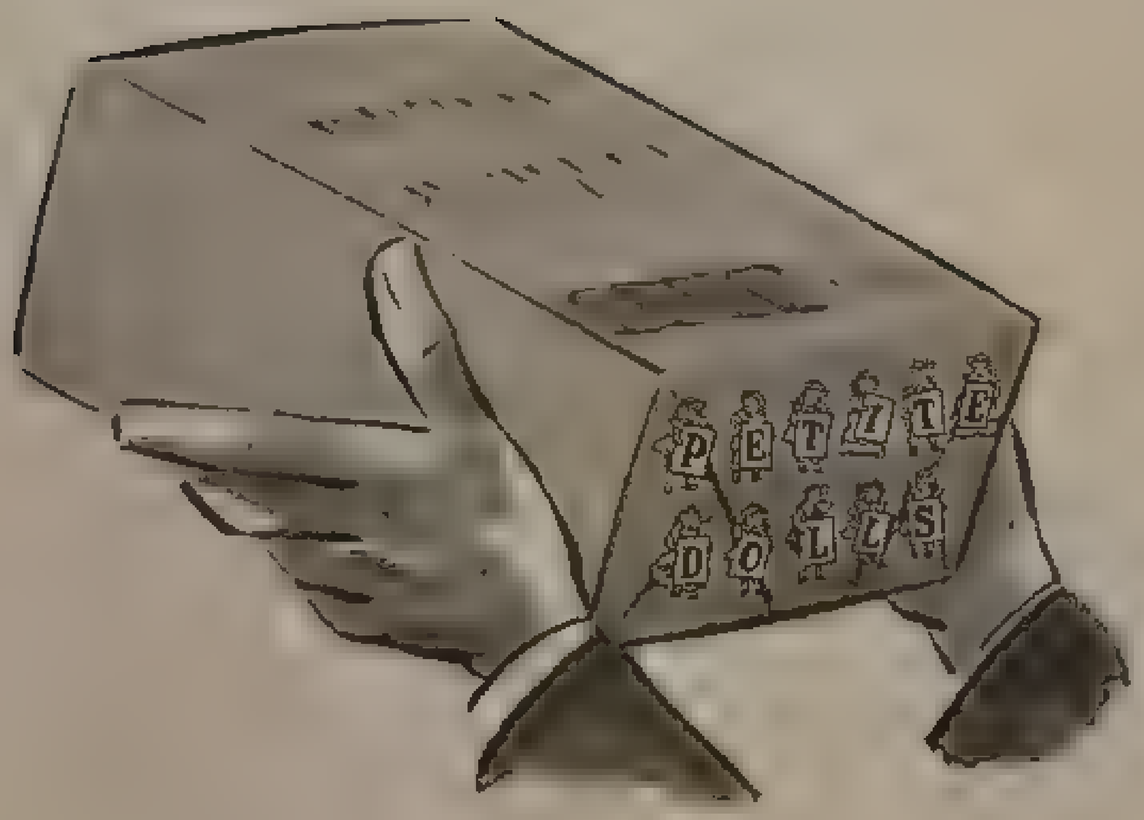

In 1945 we delivered

MORE than 95%

of all the American

Character Dolls on

order!

DURING THE TOY FAIR
March 11th to 23rd

J. Schwartz - Herbert Brock
James Vasco - Ernie Kahn
J. Brock—In Attendance

American Character Doll Co.

200 FIFTH AVENUE, NEW YORK CITY

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95

THE MOST

COMPLETE LINE

OF

POPULAR PRICED

COMPOSITION and "MAMA"

DOLLS

FOR EVERY
REQUIREMENT
IN EVERY
PRICE RANGE

PAINTED
OR
SLEEPING EYES

Imperial Crown

TOY CORP.

494-512 DUMONT AVENUE

BROOKLYN 7, NEW YORK

Biggest $1 Value in DOLL HOUSES

Most realistic 5 Room Doll House on the market today to sell for $1.00. Has red awnings, brown roof, stucco walls, brick porch, shrubs, outdoor furniture and high gloss varnish finish for long wear. House is 29 long — 16 3 high — 11 wide when set up.

Individually packed in attractive box that sells itself

2 dozen to carton — shipping weight 55 lbs.

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DOLLS

New Alderwood Playwriter

Not a toy but an important piece of furniture for the child. Parents love it because it's educational and easy to tuck away. Children love it because they play while they learn to read write and draw.

Retails for $5.95

High Chairs, Cribs and Beds

HOLLYWOOD STORY BOOK CHARACTER DOLLS

5' DOLLS WITH MOVABLE ARMS, HEADS AND LEGS - - - - RETAILING FOR 98c TO $2.29

DAVID H. FABER *In the Center of the Toy Center...*

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MAGIC SKIN DOLL

Acclaimed by thousands of Buyers at the Toy Fair!

SHE'S THE NEAREST THING TO A REAL LIVE BABY

With these Famous Magic Skin Features

- Featherweight
- Practically indestructible
- Amazingly light
- Fleshy - cute as a real baby
- Washable
- Real Baby Hands
- Soft and Warm to the Touch
- Unbreakable Plastic Head and Soft Plastic Body

FULL RANGE OF SIZES IN DELUXE GIFT BOXES WITH LAYETTES. RETAIL FROM $5.40 TO $30

Ideal IDEAL NOVELTY & TOY COMPANY
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OUR FAMOUS
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Big in size — 24" x 12" — realistic design and Grade A quality construction throughout. Comes in dainty blue or natural finish with colorful decal decorations. Makes an eye-catching, sales pulling display on your floor. Just the thing for all year sales.

Leads the Value Parade at

$2.00 RETAIL

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HOTEL BRESLIN
ROOM 232

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SHEBOYGAN, WIS.

AMERICA'S

MOST COMPLETE LINE

OF

PLASTIC, COMPOSITION,

AND "MAMA"

DOLLS

in every

price range

Produced

in our own most

modern Plastics and

Composition mfg.

plants

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For
BIRTHDAYS
and
GOOD LUCK!

A Cameo Product

Original Rose O'Neill KEWPIE DOLL

Unlimited quantities available
for immediate delivery

FLEISCHAKER & BAUM, Inc.
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"SKINTEX BABY"

TRADE MARK REG

A rubber doll—full jointed body—moving eyes. Feels like a real baby—washable—sanitary. Stands and sits naturally. Soft, warm and cuddlesome.

A TRU-LIFE PRODUCT

"SKINTEX BABY" Dolls available in all price ranges
On Display With The Complete Sayco Doll Line
At Our New Permanent Showroom

HOTEL BRESLIN—ROOM 220

A Sayco DOLL

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The Doll with the Golden Heart

EFFANBEE Durable DOLLS

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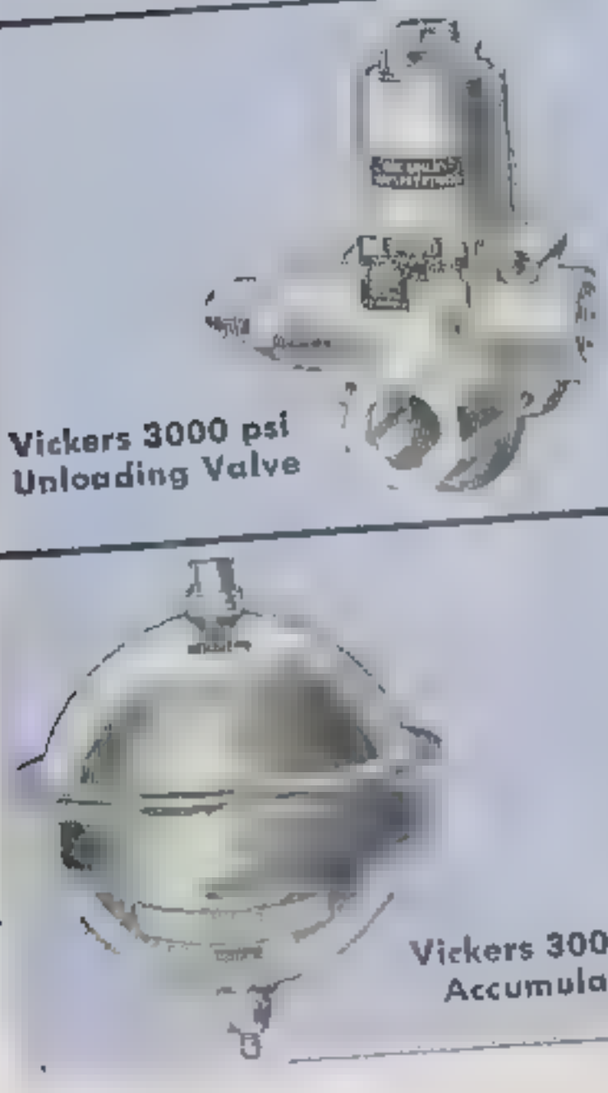
FLEISCHAKER & BAUM, INC.

Showroom 200 Fifth Ave, New York

CHICAGO AND SOUTHERN'S DC-4 DIXIELINERS

Vickers 3000 psi
Constant Displacement
Piston Type Pump



Vickers 3000 psi
Unloading Valve

Vickers 3000 psi
Accumulator

Hydraulic equipment on Chicago and Southern's new 50-passenger DC-4 Dixieliners includes the Vickers 3000 psi units shown here.

The Vickers Piston Type Pump has a maximum recommended operating pressure of 3000 psi and maximum recommended speed of 3750 rpm at which the horsepower output is 13.3 hp. As the pump weighs only 6.8 lb, it has the exceptionally low weight/horsepower ratio of only 0.51 lb per hp. The volumetric efficiency and the overall efficiency are very high.

The Vickers Unloading Valve is used with Vickers Accumulators to accurately control maximum and minimum hydraulic system pressure regardless of flow rate. It functions as a pressure regulator, automatically unloading the pump as the accumulators reach a predetermined maximum pressure.

The 7½" Vickers 3000 psi Accumulator has the high volume/weight ratio of 13 cu in. per lb. Maximum capacity is an important feature.

Write for a copy of Vickers Bulletin 45-41 for additional information about the most complete line of 3000 psi hydraulic equipment for aircraft.

VICKERS Incorporated

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ENGINEERS AND BUILDERS OF OIL HYDRAULIC EQUIPMENT SINCE 1921

PLAYTHINGS

the national magazine of the toy trade

JULY, 1946

FUN FOR THE 4th OF JULY

WALT DISNEY'S DONALD DUCK and his pals, ever timed to the fast tempo of youth — make WALT DISNEY character toys favorites of boys and girls on all occasions.

KAY KAMEN LTD.
1270 SIXTH AVE NEW YORK
Representing
WALT DISNEY PRODUCTIONS

Old Favorite

LIBRARY OF CARD GAMES

No. 550 B . . Library of Games .75
No. 550 . . . Library of Games (DeLuxe Edition) 1.00
Size 2" x 2½" x 6" — 3/6 Dozen to a Carton . . . . . 20/40 lbs.

The attractiveness and the eye and heart appeal of this popular set of Children's old favorite card games is well known the country over. It is a year round seller — an attractive gift item.

AT THE NEW YORK TOY FAIR–March 11 to 23 inclusive.
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Come in and see us–We will have a few other good items.

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New!

ORIGINAL EXCITING

No. 146-B . Mickey Mouse Library of Games 75
No. 146 . . Mickey Mouse Library of Games (DeLuxe Edition) 1.00
Size 2" x 2½" x 6" — 3/6 Dozen to a Carton . . . . . 20/40 lbs.

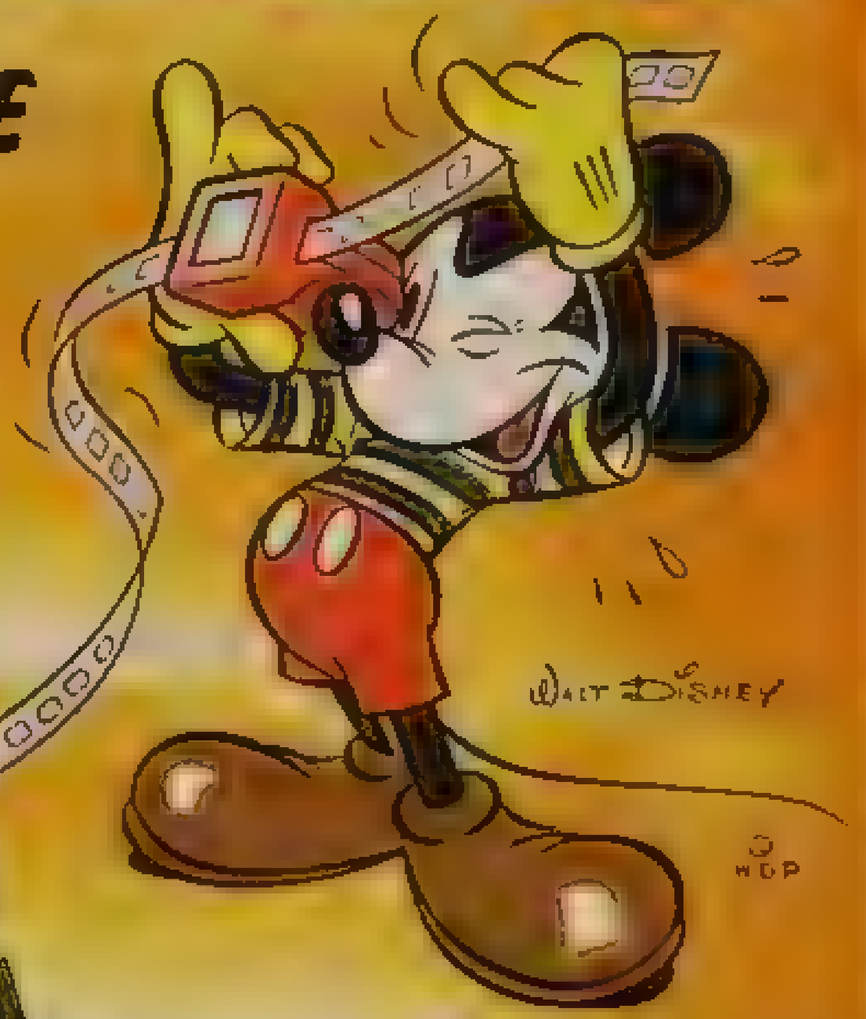
This NEW MICKEY MOUSE Library contains a variety of card games for children of all ages. It includes many of the world famous Walt Disney fanciful characters drawn by Disney artists. Printed in full color and varnished. An outstanding new Play Value.

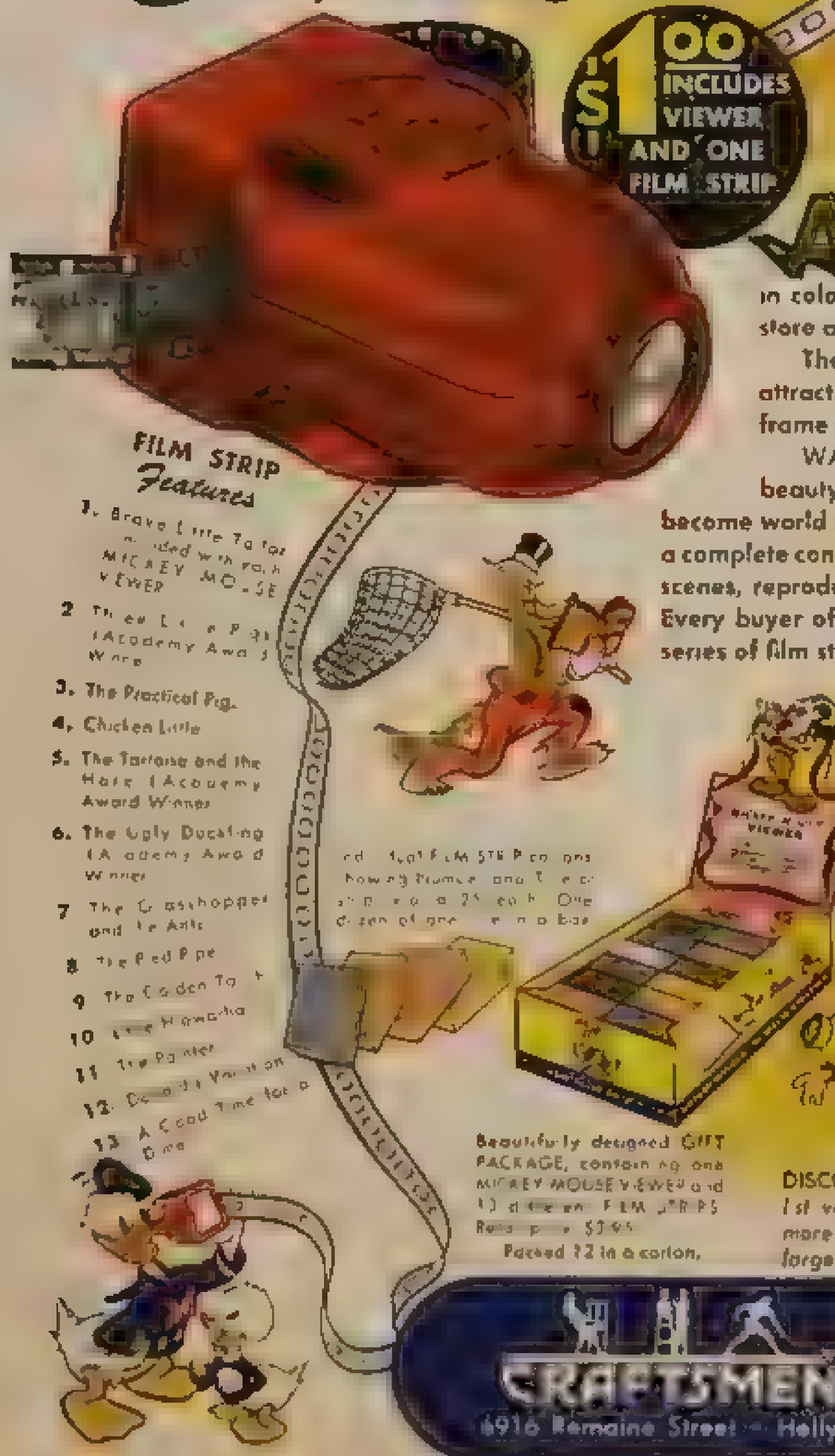
AT THE NEW YORK TOY FAIR–March 11 to 23 inclusive.

RUSSELL'S *Games and Toys*
RUSSELL MANUFACTURING COMPANY
LEICESTER, MASSACHUSETTS

TOP BILLING FOR '46!

MICKEY MOUSE VIEWER and WALT DISNEY *Film strips* *In Full Color*




ONLY $1.00
INCLUDES VIEWER AND ONE FILM STRIP
FILM STRIP Features
1. Brave Little Tailor
2. Three Little Pigs (Academy Award Winner)
3. The Practical Pig
4. Chicken Little
5. The Tortoise and the Hare (Academy Award Winner)
6. The Ugly Duckling (Academy Award Winner)
7. The Grasshopper and the Ants
8. The Pied Piper
9. The Golden Touch
10. Little Hiawatha
11. The Painter
12. Donald's Vacation
13. A Good Time for a Dime

fast selling combination, at a popular price, packaged in colorful display cartons, to attract adults and children to your store and increase your sales.

The MICKEY MOUSE VIEWER is made of gleaming plastic, in attractive, modern, streamlined design. It magnifies 16 mm double-frame pictures to a size comparable with theatre screen projection.

WALT DISNEY FILM STRIPS faithfully embody the exquisite beauty of artistry and color for which Disney Productions have become world renowned. Each film strip shows sixteen scenes, comprising a complete condensed version of a famous Disney picture. These are actual scenes, reproduced on Kodachrome film, from the original master films. Every buyer of a MICKEY MOUSE VIEWER will come back for the entire series of film strips

Beautifully designed GIFT PACKAGE, containing one MICKEY MOUSE VIEWER and 13 different FILM STRIPS Retail price $7.95 Packed 12 in a carton.

DISCOUNTS: Less than $30.00 list value, 33⅓%. $30.00 or more list value, 40%. Write for large quantity discounts.

MICKEY MOUSE VIEWER and ONE FILM STRIP (the two items combined) Retail price $1.00 Sold here from the Disney cartoon over bed below but ready to ship with cartons of one dozen

CRAFTSMEN'S GUILD
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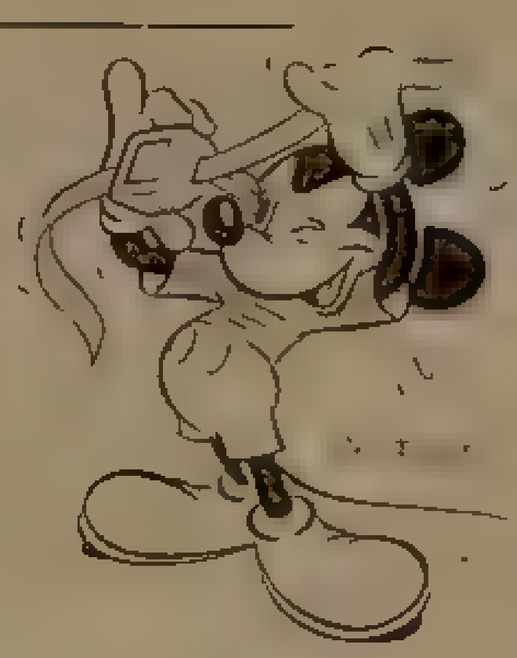
Order Your Stock of

MICKEY MOUSE VIEWERS

and WALT DISNEY FILM STRIPS

from the following list . . .



ITEM 1.

DISPLAY BOX: contains 6 Mickey Mouse Viewers (with No. 1 Film Strip), to retail at $1.00 each; and 36 assorted Walt Disney Film Strips (3 of each title) to retail at 25¢ each. (Order at least two of these; one for counter display and one for show window.)

Total retail value of Display Box — $15.00

ITEM 2.

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Packed 1 dozen in stock carton, retail value — $12.00 doz.

ITEM 3.

WALT DISNEY FILM STRIPS in full color on 16 mm. Kodachrome. 16 pictures in each strip. Retail price, 25¢ per strip. Packed one dozen of one title in stock carton, retail value — $3.00 doz.

Available in the following numbers and titles:

No. 1. Brave Little Tailor
No. 2. Three Little Pigs
No. 3. The Practical Pig
No. 4. Chicken Little
No. 5. The Tortoise and the Hare
No. 6. The Ugly Duckling
No. 7. The Grasshopper and the Ants
No. 8. The Pied Piper
No. 9. The Golden Touch
No. 10. Little Hiawatha
No. 11. The Pointer
No. 12. Donald's Vacation
No. 13. A Good Time for a Dime

ITEM 4.

GIFT BOX. Retails at $3.95. Contains one Mickey Mouse Viewer and 13 different Walt Disney Film Strips in full color. Packed one dozen Gift Boxes in stock carton. Retail value — $47.40 doz.

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CRAFTSMEN'S GUILD
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(See other side of this page)

NEW! WANNATOY

Streamlined PLASTIC CAR SET

. . PACKAGED WITH ITS OWN

SUPER SERVICE STATION*

*Design Patent Pending

SUGGESTED RETAIL $1

NO. C-1

Box Size — 12"x8¼"x2¼"
Car Size — 3" x 2" x 1"
Packing 4 cars to set
2 dozen sets in carton
Shipping Weight 13 lbs.

Terms 2% 10 days net 30 days F.O.B. Irvington, N. J.

Mats and electros for advertising furnished on request

Brilliant colors, streamlined in design, moulded for long life, these new all-plastic **WANNATOY** cars are the smartest you've ever seen. Besides, the realistic super-service station transforms these quality cars into a fascinating game—making the biggest PLUS VALUE in the toy field!

Manufactured by
DILLON-BECK MFG. CO.
IRVINGTON, N. J.

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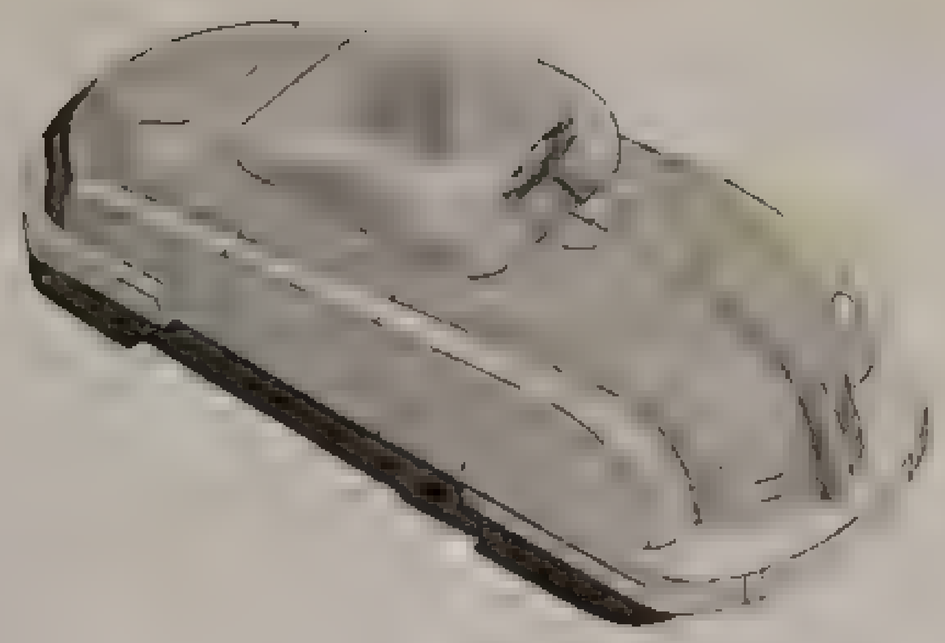
SMITH-BENNY SALES CO.

11 West 42nd Street, New York 18, New York

EXPORT SALES AGENTS GUTTERMAN CO., INC., 35 South William Street, New York 4, N. Y. U. S. A.

WANNATOY
PLASTIC CARS

C-2
3½" long x 1½" wide x 1¼" high
Packed 16 to chipboard box
1 Gross to Shipping Carton
Approximate Weight 7⅛ lbs.



WANNATOY
PLASTIC BOATS

B-2
4" long x 1¼" wide x 1" high
Packed 16 to chipboard box
1 Gross to Shipping Carton
Approximate Weight 6 lbs.

JOBBERS - Write for prices on these unsurpassed all-year volume sellers

WATCH THE WANNATOY LINE

for Outstanding New Sellers in Plastic Toys

MANUFACTURED BY DILLON-BECK MFG. CO., IRVINGTON, N. J.*

SEE THE WANNATOY DISPLAY AT THE TOY FAIR
MARCH 11th TO 24th — HOTEL BRESLIN, ROOM 305

NOTE: *After July 1, 1946, our address will be Hillside, N. J. where our new plant is now under construction.*

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SIFO brings to

quality Toyland

SIFO sweeps the puzzle market by introducing the NEW ALPHABET PUZZLES new in every sense of the word. Parents will be eager to buy these new puzzles because they have a primary educational and coordination need. These puzzles are designed by educators. The clever characters and subjects will catch and hold the child's interest for hours at a time ... will teach the youngster to integrate and color combination, manual dexterity, reading and sense of sequence. They give the slow learner a job he can do successfully and probably while helping the bright child to further learning.

Be among the first to carry and display SIFO's sensational NEW ALPHABET PUZZLES . . . ORDER YOUR SUPPLY TODAY . . . IMMEDIATE DELIVERY ON ALL ORDERS.

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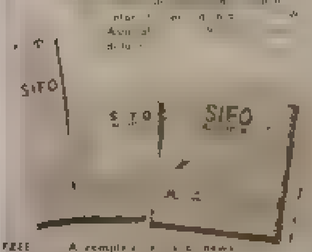

FREE A complete [illegible] newspaper mats for contests, publicity or newspaper [illegible]

Order your SIFO puzzles Today!

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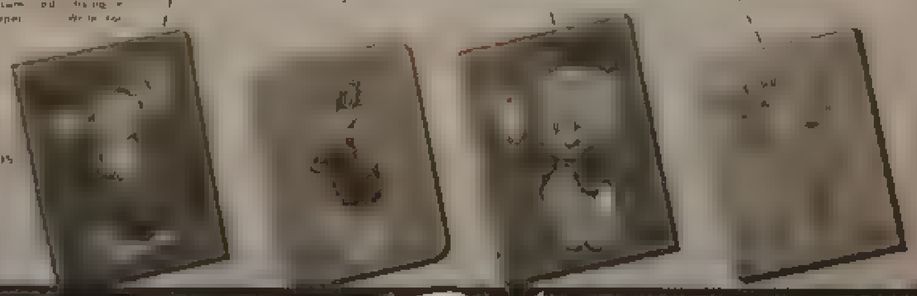

Sifo NOVELTY

SEE THESE

all-California LINES AT THE SHOWS

TOYS OF California

MAGIC NAME in toy merchandising is California—sun-country. Quality name in California toys is G *and* E! Look for these leading California lines at the coming shows. Build a California Section *within* your Toy Section and have sunshine in your store all the year 'round'

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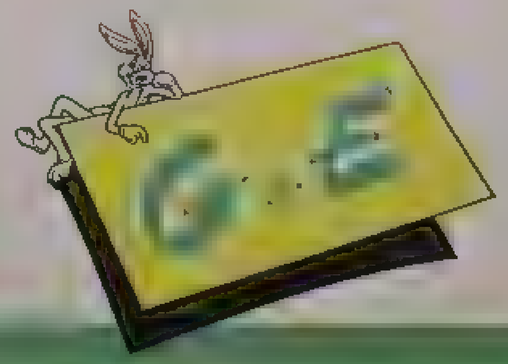
Due to the critical condition in raw materials, these lines will NOT be shown at the New York Toy Fair.



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COWBOY OUTFITS and HOLSTER SETS

They're as excitingly original as a rodeo. And just as authentic! Kids' imaginations are bred by PRAIRIE RANGER realism. Takes 'em thru adventures they'll never forget. Adults' gift buying urges are excited by PRAIRIE RANGER superior quality and value. Makes 'em feel like "coyotes" if they don't get the youngsters genuine PRAIRIE RANGER. As to dealers – their enthusiastic admiration is aroused by PRAIRIE RANGER'S proven ability as a 'dead shot' for profitable sales every time.

There's a full line of PRAIRIE RANGER cowboy suits, all leather outfits, fur and leather holster sets. See them all in our permanent showrooms at 200 Fifth Ave.

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HERE ARE TWO OF THE HOTTEST SELLING PRAIRIE RANGER OUTFITS

PRAIRIE RANGER COWBOY OUTFIT #136. 9-piece suit with genuine fur chaps and fur holster complete with hat, kerchief, gun, belt, vest, shirt, lariat, in colorful new box shown.

Suggested Retail Price $5.95

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Dealers Only

SAM DRELICH & ASSOCIATES
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At most, these sun spots are just a few hours away by air Plan your winter vacation now, with your air travel agent. Use coupon for illustrated booklet.

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AMERICA'S PIONEER AIRLINE

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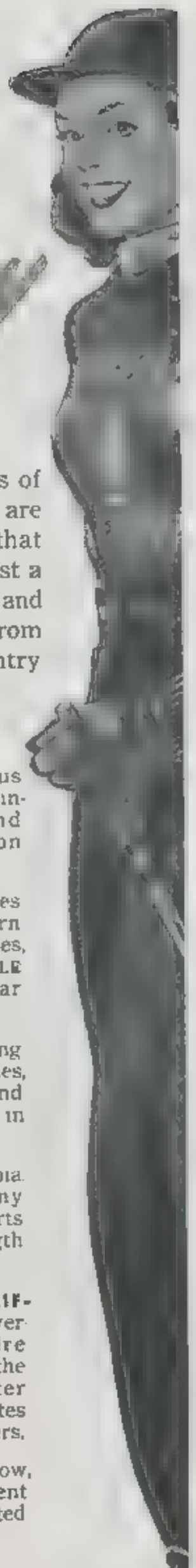

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BANFF—gorgeous and spectacular winter-wonderland lying northern-most on Western's skyways.

SUN VALLEY—Nestled in the Western side of the Rockies, with famous JACKSON HOLE nearby and ALTA, near Salt Lake.

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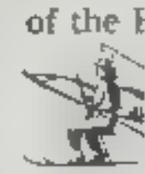

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The Wheeler 40' Standard Sunlounge*

*Sunlounge and Wheelerlighteneur

The Wheeler 40' Sunlounge* is admirably suited for long cruising. Shown: Channel Islands, Southern California. Deep extensions forward and aft provide additional sunbathing space for lounging on the open water or for mooring stern-to and stepping ashore.

For certain notable contributions to luxuriously comfortable living aboard a cruising yacht it is necessary to turn to Wheeler, for *only* Wheeler has them, they are the result of the boldly original thinking that stems from the Wheeler tradition. Among these: the exclusive Wheeler Wing Spar* extended portlighting, which brings into every room of the boat—the stateroom, the powder room, the galley, the dinette,—an unprecedented volume of sunlight and fresh air. On extended cruises, and particularly in warm climates where the Wheeler 40 Standard Sunlounge* will be the favorite cruiser this winter, the advantage in living comfort of the Wheelerlighteneur* extended portlighting becomes increasingly manifest.

Authorized Wheeler dealers, from coast to coast, will be happy to take your order for immediate delivery on the Standard 40' Sunlounge and will quote early delivery dates on the Wheeler 33' Cruiser and the 46' Double Cuban Fly Bridge Cruiser based on unfilled orders at present in hand.*

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THE WHEELER 40′ SUNLOUNGE*

The forward bridge deck of the Wheeler 40′ Sunlounge provides ample space for sun-bathing. Plastic hatches give access to, and light the stateroom.

The graceful wide-flaring, clean running hull of the Wheeler 40′ Sunlounge, an exclusive Wheeler Streamsheer* design, produces notable operating economy.

Note the full-horizon visibility for the helmsman and all occupants of the lounge, and light-diffusing Wheelerlightenair* extended portlighting.

Modern Wheeler design has brought a completely new conception of comfort and luxury to the design of the stateroom (left) and the galley (right). The galley with 7 cu. ft. ice refrigerator, compares in size and appointments to an apartment kitchenette.

People have now seen this remarkably beautiful cruiser, the first of the Wheeler fleet, at motor boat shows from Boston to Los Angeles, from Miami to Seattle. They have seen how history-making a break with outworn tradition it exemplifies. They have, with unprecedented unanimity, adjudged it the Number One cruiser of the post war world, the cruiser by which all others, as they progressively make their appearance, will be appraised.

*See the 40′ Sunlounge at your authorized Wheeler dealer, who is now taking orders for delivery. *Sunlounge, Wheelerlightenair and Streamsheer are Wheeler trade marks.*

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For graceful living, resources

The Wheeler 46′ Double Cabin Fly Bridge Cruiser

Comparable in luxury to a penthouse bedroom ashore the spacious full width owner's stateroom aft, provides two full sized single beds large closet bureau, storage drawers and desk. The owner's bathroom connects with a private shower; a door provides access to the living room salon

The clear unbroken sheer line of the Wheeler 46′ Double Cabin Fly Bridge cruiser, an exclusive Wheeler Streamsheer* hull form of gracefully flaring contours, reveals to the water-wise yachtsman a deep sea, blue-water cruiser of noteworthy seaworthiness, inherent stability, maximum dryness, and an effortless motion through the water that produces notable fuel economy, whether gasoline or diesel powered. In its resources for graceful living afloat, this beautiful Wheeler cruiser provides comfort and spaciousness hitherto found only in cruisers of materially larger size.

*See the new Wheeler cruisers at the authorized Wheeler dealer in your locality. Wheeler dealers are now taking orders for immediate delivery. *Streamsheer is a trademark*

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Soberly recognized—a new orientation

The Wheeler 50′ Cruising Yacht

The Powder Room of the Wheeler cruisers has rendered completely obsolete all previous lavatory design. Mirrors cover the walls at both ends. Walls and woodwork are tinted in interior decorator shades. Light and fresh air are provided by the "Wheelerlightenair"* portlighting, behind light-diffusing sliding glass panels.

Many thousands of men and women have now seen, with their own eyes, the first cruiser of the peace-time fleet of standard Wheeler pleasure-craft to be exhibited at current motor boat shows. They have seen Wheeler bring to cruiser design, *for the first time*, the boldly original and exclusive "Wheelerlightenair"* extended portlighting, the stunning new Powder Room, the plastic hatches and plastic-covered portlights. The expressed approval of the public has been so extraordinary as to challenge belief: it is a soberly recognized fact in the world of boating that Wheeler has effected a new orientation in the concepts of what life on the water, at its best, can be.

The Wheeler 50′ Cruising Yacht, illustrated, accommodates seven in the owner's party and a crew of two. Wheeler Standard Cruisers are: 30′, 33′, 36′ 40′, 46′, 50′, 55′, 60′. Your authorized Wheeler dealer is now taking orders for delivery. "Wheelerlightenair"* is a trade mark.

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FOOT OF 154TH STREET AND EAST RIVER, WHITESTONE L. I., NEW YORK CITY

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Lincoln County

With its coastal terrain jutting lacy fingers of wooded headlands and islands into the Atlantic and its inland regions composed of rolling farm lands and pine and spruce bordered lakes and streams, Lincoln County has become one of Maine's best known vacationing areas.

In early times one of the favorite locales of Indians, traders, settlers and even pirates, its coastal towns and inland lakes are today the goal of thousands of summer visitors and vacationers, many of whom own their own cottages and camps, and nearly all of whom return year after year to the bracing coastal spots or the canoeing and fishing relaxation of the lakes and small rivers.

From U. S. Route One, which cuts across the county from Wiscasset to Waldoboro, a network of excellent roads leads both to the coastal villages and resorts and northward through a farming and lake country where streams, brooks and ponds cut through the dense forests.

Wiscasset, on the westerly edge of the county, is the shire town and lies on the west bank of the wide Sheepscot River. Its beautiful old homes, mostly built by shipping merchants and sea captains, is one of the most charming towns along the Maine coast. It is the rendezvous of artists and writers who have been fascinated by its interesting atmosphere and the historical associations of its showplaces, many of which are open to the public. From Wiscasset roads lead north to Dresden, on the East Bank of the Kennebec, and to Alna, Head Tide and Whitefield, all on the Sheepscot River and trading centers of a large farming and camping area where small lakes and wooded streams make fishing and canoeing attractive sports.

Across the river is North Edgecomb, with its historic old fort and the famous Marie Antoinette House, which legend says was built for the royal personage who never occupied it. South on Route 27 is the pretty village of Edgecomb, where part of Captain Kidd's treasure is supposed to be buried.

From Boothbay, an important summer recreational center, other roads lead to such popular resorts as Boothbay Harbor, Ocean Point, Spruce Point, Southport, West Southport and Newagen, all of them busy places in the summer from the influx of thousands of summer residents, cottagers and vacationers. The Boothbay Harbor Region is becoming more popular every year and with its many bays and harbors it offers excellent facilities for fishing, bathing, boating and other water sports. Its first class hotels, tourist homes and cabins provide attractive accommodations of every type.

Squirrel Island is one of the oldest resorts in this section and is the summer home of college professors and others nationally known in literature, the arts and

(Continued on Page 82)

WISCASSET

The Modern Town Rich in History

The house shown here is situated in a village of great beauty. The Sheepscot river widens out into a deep and ample harbor with the Atlantic Ocean not far away. Vessels have cleared from here to every quarter of the globe. Other houses like this one are charming homes. What may be of special interest to home seekers there are houses for sale whose beginnings go back more than a century.

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York County

"Maine in a nutshell"—that's how a Maine visitor once described York County. For here in this "southern gateway to Maine" the State's travelling guest finds every form of natural advantage for vacationing, from world-famous beaches of sparkling white sand, from lakes and hills and streams to quaint, historic hideaways of inland country and shore where for more than 300 years people have found relaxation and peace.

To 80 per cent of Maine's vacationers, the wonders of the State begin to unfold in York County. At Kittery, only 50 miles north of Boston, at Eliot, the Berwicks, and Lebanon, the main traffic arteries enter the State from the South.

Along the shore travel line from Kittery, site of the so-called "Portsmouth" Navy Yard, one comes to the historic and beautiful town of York, with its neat sand beaches, spectacular cliffs and quiet rural hamlets, favorite havens of writers, artists and tourists. York Village, York Harbor and York Beach all are strung out like pearls along a branch of Route 1A. The first chartered city in America, York was a popular summer playground for the Indians before it became a Royal Colony in 1641.

Ogunquit, locale of one of America's great summer theater activities and a world-famous art colony, is an Indian name meaning "Beautiful Place by the Sea". Its beach, together with the beautiful strip of sand at Wells Beach, annually draws thousands of vacationers and summer colonists, to their dreamy quiet shores.

A few miles further north along the coast is Kennebunk Beach and Kennebunkport, where Kenneth Roberts, Booth Tarkington and other famous authors and artists have their summer homes. Both places are on the shore side of the Town of Kennebunk, whose uptodate business district and charming residential section retain so much of the Early American atmosphere and tradition. Cape Porpoise, a famous fishing village a few miles north of Kennebunkport, was the scene of one of Maine's outstanding Revolutionary War engagements.

(Continued on Page 8)

York Harbor, Maine

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Among the oldest and most substantial of New England's Resorts. Charmingly situated on high land, bordering ocean, bathing beach, a good harbor and a beautiful eight mile river.

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Country club has an eighteen-hole and a nine-hole course which rank among the best in the country. An attractive men's club is superbly located overlooking bathing beach. Public Library; Episcopal, Catholic, Methodist and Congregational Churches.

Cottages fully equipped for housekeeping. Excellent hotel accommodations.

For Booklet apply to Secretary of York Harbor Village Corporation

Fira Benenson

[Continued from page 200]

Shipley of the State Department to do something about it. In Paris, Tony Biddle arranged a completely unofficial trip to London for her so she could see her husband. Some people say, possibly unkindly, that she has acted as a sort of unofficial FBI in keeping tab on the political coloration of visitors from Europe, working on information easily available on Fifty-seventh Street.

Fira Benenson lives without undue fuss in a $125-a-month apartment, which she may have to pay $5,000 to retain if it is switched to a cooperative building in New York's newest real-estate complication. Her apartment is comfortable and charming with delicate furnishings left from her better days, as well as many comfortable places to sit and hundreds of books, all of which seem to have been read at one time or another. She entertains often and her dinner table is always beautiful with exquisite china, silver, and crystal. Drinks before dinner are likely to appear in any sort of container, from shot glasses for martinis to water tumblers for Scotch. Her husband once told her that he would become violent if she discussed the dress business at home, and although she does try to leave her work at her office, she has been discovered at 4:00 A.M., on a free night, rearranging the embroidery on one of her dresses. She is rather shamefaced when such things happen. Her conversation, which is pleasant to listen to, is seldom about herself. Once in a while friends of her old days will call her in for a card game, and, if the stakes are high, someone usually wants to back her. She is coldly efficient at gambling. She seems to encourage people calling her on the telephone at any hour of the night or morning. Much of her activity seems to stem from a genuine horror of being alone, yet she reads much and well, usually about European politics. She likes having journalists, of the sort that write books, around and she rattles off their names with the same ease as those of ambassadors, princes, and senators. Normally she speaks well of her competitors, a rarity among designers. Most women who patronize the *haute couture* are careful to wear a Mainbocher when they go to buy a Mainbocher and a Carnegie when they buy a Carnegie. Miss Benenson is likely to say of someone else's dress, "Very nice, where did you get it?" People think this attitude is genuine. Her comments about Valentina, however, have taken on an edgy tone since that designer, who is noted for the Grecian draperies she wears to first nights, took Gromyko away from Fira at a party.

The amateur goes professional

In her almost casual switch from adapting models purchased in Paris to designing her own collections, Miss Benenson received immediate acclaim for fine dressmaking detail rather than innovation. Despite popular thought there is never much new in the dress business, about the only innovation in the last couple of decades being a dress that Vionnet cut on the bias. Many designers of the present time are thought to get their ideas by looking through old copies of *Vogue*, and Fira may, in a collection, present a variation of a dress she designed a few years back.

Some months before an opening is scheduled, Miss Benenson begins planning the seventy-five or so suits, coats, day, dinner, and ball dresses she will show. She may decide to make her customers look a little rounder, although no fatter, than they did a few months ago; perhaps she will try some tricks in materials or details of quilting and embroidery she hasn't used before. She feels that fashion evolves slowly from one year to the next, and it is true that her customers wear the dresses they buy from her for several years. This is fortunate because God only knows

[Continued on page 204]

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University of California

[*Continued from page 222*]

great deal of his time to the state of California in general and to the Los Angeles campus in particular to hold the University together. He therefore chose to act in faculty deliberations as a moderator, not as a participant. Under these circumstances the faculty has the majority voice—subject, apart from entrance requirements and the course of study, to Mr. Sproul's veto—in the academic concerns of the University.

Since Mr. Sproul's installation, President-faculty affairs have run with considerable smoothness. There have been a few minor engagements within the faculty at Berkeley. In the thirties the conviction spread among the then-younger men that the old revolutionists were building up a political machine, and the oldsters were quietly voted out of Committee on Committees posts for a few years. During the war there were several formal faculty proposals to Mr. Sproul himself: first, that he delegate more authority to Provost Monroe Deutsch and appoint a provost at Los Angeles; second, that he be in closer touch with the faculty through a three-man Presidential Advisory Committee.

The Academic Senate at Los Angeles has been the heir of this faculty-participation system, but the nature of the participation is somewhat different. Academic affairs at Berkeley are run year after year by a small but benevolent oligarchy of experienced and highly capable men. (Most of these men are not young. Berkeley today faces the problem of an aging faculty.) At Los Angeles, participation is more general. The faculty lacks not only physical but temporal contact with the Berkeley revolution—it is considerably more youthful. (And less conservative: "When they decide to do something in Los Angeles," a Berkeley professor once remarked, "they say, 'Let's do it tomorrow morning.' ") Like some of the younger men at Berkeley, it tends to consider time spent in academic administration time lost to research. It is jealous of its prerogatives but not so inclined to make use of them as the faculty at Berkeley, where the race of old revolutionists is not yet extinct. These were men of broad interests; many of them were scientists, and many of them took as much concern for budgets and appointments in the humanities as they took in their own fields; all of them were devoted to the idea of faculty administration. Their deep impress at Berkeley and their very measurable impress at Los Angeles, particularly in the appointment of great research scholars, will not soon disappear.

GRAPES AND ATOMS

The faculty makes a university, but when the faculty runs a university academically, certain problems arise. Perhaps the least of these is the one about which the faculty complains most—lost time, partly the natural consequence of size. The great problem is what sort of education to give students in a period of political and cultural crisis. The faculty—which in effect chooses and promotes its colleagues—is now given over to the study of specialties, from atoms and animals to literature and grapes: viticulturists, for example, have spent decades identifying most of the grapes of California, and are now engaged in demonstrating how best to turn them into wine.

But what does university education have to do with wine? Here squabbles begin. Some California men point out that specialized wine from classified grapes will not produce a rounded and general education, and that the narrow pursuit of single subjects will not make for insight into the cultural and political confusion of the mid-twentieth century. They charge that too much emphasis is put upon isolating and propagating

[*Continued on page 226*]

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